

Checklist for World Television Day - (21 November 2014)

The list below describes what egta and its partners will do and where we need your help. This list is not exhaustive so, feel free to BE CREATIVE!

Most important

1. **A video clip:**

You can download and visualise the “We Love TV” **video clip** in Quicktime format here:

<http://vimeo.com/trias/review/109479932/99ca8a7cb5> (click on “Clip Info/Download” under the main screen).

We count on you to translate (voice over or subtitle) and broadcast the clip on your channel(s) on 21 November, as many times as possible, pro bono, during airtime or advertising breaks, at your best convenience (30 sec clip).

You can also decide to show the clip in the weeks or days before the World TV Day if you wish, but please be aware that it is your own channel’s responsibility to do so : the rights have been cleared for one day only (i.e. 21 November 2014).

You can replace two extracts of this clip, to match your channel’s identity – see in the document “rights clarification” (clips indicated in red). Second 00:08 to 00:09 and second 00:12 to 00:13 can be replaced with your national/channel’s content.

Your team can use the following files to edit the clip: https://files.trias.net/_Mw8S_M56KH_UiR

You can also add the logo of your channel on the final frame by adding “with the support of – logo of your channel”.

Other actions

1. **All visuals for this day** can be downloaded here: <http://we.tl/MYwoBrNAwi>

2. **Social interaction:** We wish to call up on your viewers to contribute with their “best TV moment” when they see the “We love TV clip”. IF we receive enough contributions via social networks, we will create a new clip called “You love TV”, which we will place on our website. The end of the clip above already says “share your favourite TV moment with the hashtag #WeloveTV”, but you can emphasise this call for action in your communication too.

We count on you to relay this call for contributions via your facebook page, shows, website, youth programmes, etc. The material will partly be used for the clip but can also be used by all of you to create interaction with your audience.

3. **Facebook page and Twitter account:** invite all your teams, staffs, families, contacts, clients to “like” our page on Facebook and follow us on Twitter. The bigger the community, the better we can use it on 21st November. And on the D-Day use the hashtag #WeloveTV and #WorldTVDay as much as possible, as well as share, like and retweet our posts.

4. Use the **slogan** and associated design “We love TV” (We ♥ TV) as much as possible!

We count on you to integrate it on your web site and communication tools at large.

5. **Quotes from celebrities:** you can also help us by obtaining a testimony of a celebrity (ideally people that are known internationally, if not, at least national celebrities): politicians, actors, singers, sports celebrities etc. People who owe part of their name and story to television! Surely, someone in your company knows someone who can help...! It's only a sentence or two.

If you haven't contributed, please at least share these quotes on social networks, through dedicated vignettes. [See an example here.](#) They will appear on [our website here.](#)

6. Ask for a **customised version** (your logo and your language) **of the "celebration card"** to be prepared by egta and to be sent to the market on 21st November. Be sure to wish a "happy television day" to as many contacts as possible on WTVD. See examples in the document attached.
7. Think of and organise **other types of actions** to celebrate the World Television Day:
- a conference
 - a special programme on TV
 - a workshop
 - a webinar
 - a reception for your clients, teams, partners, etc. or simply organise a small action for your staff

We strongly recommend that you have a look at the attached document as it will provide you with great examples of what others did last year! [You can also see it online here.](#)

8. Forward the Press Release we will send you to your national press, and translate it if possible.

Don't forget to provide the press with some key facts and figures about TV viewing in your market.

Let us use this unique celebration day as an
opportunity to promote television, a medium that is at
the heart of your daily business!

<http://www.worldtelevisionday.tv/>

For more information you can contact:

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If your channel is also a member of the ACT (Association of Commercial Television for private broadcasters) or European Broadcasting Union (EBU for public broadcasters), you can also contact:

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