

Title: Naloxone

Type:	Interstitial/Promo
Subject(s):	Opioids Crisis
Project Contact:	Name: Philip Marshall Company: Maryland Public Television Email: pmarshall@mpt.org
Original Broadcast/Publish Date:	01/20/2017
Runtime:	00:00:30
Short Description:	Generic spot material for opioid awareness campaign relating to Naloxone usage.
Long Description:	Generic spot material for opioid awareness campaign relating Naloxone usage – Campaign used on regional television in state of Maryland. Materials are created in a generic form which can be adapted to a local campaign. We recommend partnering with your local department of health or entity which heads your local opioid awareness issues. We also recommend providing any completed localized PSA you create to commercial television outlets in your region.
Production Credits:	Maryland Public Television Producer Philip J. Marshall Director/Editor
Rights Information	
Media Rights:	All manner and media: non-commercial only
Territory (*Please note: all internet exploitation of this program must be geo-limited to the specified territory):	North America (including US, Canada, their territories and possessions)
Term:	4 years
Releases:	Unlimited
Editing Allowed?:	Yes
Digital Classroom Rights?:	Yes
Promotional Use:	No
Lower Thirds:	Clean but usage requires adding local contact information
Sensitive Material:	N/A
Special Instructions:	This spot requires re-tracking narration with local information script included plus creation of end graphics contact info. Plus captioning.
File Clean of Graphics:	Yes
Embed Code:	https://vimeo.com/199902670