

Instructor Notes for PBS On-Air Paper Order Form Entry

Introduction to PBS

- Use the Introduction to PBS notes to give a brief overview of PBS.

Expectations of CSR

- Explain that the CSRs will be taking paper orders for On Air credit card purchases only.
- On Air products are videocassettes of popular programs that are offered for sale via a brief promo at the end of the broadcast.
- The CSRs will be used when orders for On Air products are expected to reach a high call volume.
- Point out the addresses on the General Information sheet in the materials that the CSRs should give to customers who want to pay by check or purchase order. The CSRs can process credit card orders ONLY.

Product Information

- Use the Types of Orders and Common Source Codes sheet in the materials to explain the 3 sources of orders for PBS Video. Emphasize the On Air order.
- Explain what a source code is.

A source code is used for marketing purposes to track from what source (i.e. a catalog, the TV, etc.) customers find out about products, and it is also used to assure that producers are paid the proper royalties for the sale of their videos.

** Be certain to point out that on the paper order form, the source code is referred to as a key code. **

- Emphasize that the CSRs will be responsible for On Air orders ONLY, but they must be aware of the other types of orders and source codes in case a customer asks to place a different type of order in addition to an On Air order.

Programming Information

- Point out the sample Programming Information sheet in the materials. Explain that the CSRs will receive a similar sheet for each specific On Air product for which they will take orders.

- The sheets include the following crucial information for taking an order:
 - 1) title of the program
 - 2) product numbers
 - 3) product price
 - 4) summary of the program
- The CSRs will use the information to fill out the paper order form and answer customer questions about the program.

Difference Between AV and HV Formats

- Use the AV vs. HV Videos sheet in the materials to explain the differences in the two formats and to define the public performance rights that go along with an AV video.
- Cover the Possible AV Questions and Responses sheet in the materials.
- Point out that it is not who is buying the video that determines whether an AV or HV video is appropriate, but how the video will be used.
- Have the students complete the AV or HV? exercise and discuss the answers with them.

Shipping Methods

- Use the Shipping Information sheet in the materials to explain the 5 shipping methods used by PBS Video and differentiate between the time frames for delivery.
- Inform the CSRs that when they tell a customer the time frame for delivery, they must always state that it business days. PBS does not guarantee delivery on weekends.
- Emphasize that the CSRs should assume that the order will be shipped by Parcel Post unless the customer indicates that he or she needs the order delivered sooner than 7 – 10 business days.
- Point out that HV orders totaling \$190.00 and over automatically go UPS Ground at \$11.50.
- Point out that AV orders totaling \$190.00 and over have a separate shipping chart. Emphasize that the shipping charge for AV orders totaling \$1,000.00 and over is 3% of the total order.

- Use the FedEx Order Times vs. Arrival Times sheet in the materials to explain that it takes 24 hours for an order to be processed before it is shipped. For example, this is why an order shipped by FedEx Priority Overnight actually takes two days to be delivered.
- Throw out various order totals and ask the CSRs to find the correct shipping charge and to quote the correct delivery time.

Variations in Addresses

- Use the Foreign Address sheet in the materials to explain how addresses other than U.S. addresses are recorded.
- Emphasize that the ONLY foreign country PBS ships to is Canada.
- Inform the CSRs that they can only process HV orders for Canadian customers. For AV orders, they must direct Canadian customers to the Visual Education Center. The address and phone number of the VEC can be found on the General Information sheet in the materials.
- Use the APO & FPO Addresses sheet in the materials to explain how these types of addresses are entered. Emphasize that military personnel will gladly explain exactly how to enter these addresses if the CSRs need help – just ask.

Filling Out a Paper Order Form

- Cover each section of the form to be filled out during an order.
- Point out that the CSRs DO NOT have to obtain a Contact/Customer # for On Air orders.
- Direct the CSRs to the Standardization of Organization Names and Addresses sheet and the State Abbreviations sheet in the materials if they are unsure of the proper abbreviations to use in an address.
- Explain that if an Organization is placing the order, the Organization Billing Information must be filled out. In addition the name of the person placing the order for the organization must be recorded as a contact. Enter that information in the Billing Information Name space.
- **Sales Tax – It is my understanding that we have no way of calculating the tax for orders shipped to California, Virginia, New York and Florida. Have the CSRs quote the subtotal price, but tell the customer that sales tax will be included in the final order price.**

Sample Call for On Air Order Entry

- Read through the Sample Call for On Air Order Entry sheets with the CSRs, pointing out the requirements for the call.

Introduction to PBS

PBS In Brief

- A private, nonprofit corporation whose members are America's Public TV stations
- Founded in 1969
- Provides quality TV programming and related services to 350 noncommercial stations
- Serving all 50 states, Puerto Rico, the U.S. Virgin Islands, Guam and American Samoa

PBS Member Stations

- 171 noncommercial, educational licensees operate 350 PBS member stations
- Of the 171 licensees, 87 (51 %) are community organizations, 55 (32%) are college/universities, 21 (12%) are state authorities and 8 (5%) are local educational or municipal authorities

The Public Television Audience

- The public TV audience reflects the demographic composition of the United States
- 78.7% of all American Television-owning homes (77.1 million households representing 150.7 million people) watched public TV in October 1997, with the average home tuning in for just over eight hours during the month
- From October 1997 to March 1998, 96.3 million viewers in 55.7 million homes watched public TV each week, according to the Nielsen Television Index. This represents 56.8% of America's 98.0 million TV households.

Preschool through 12th grade

- PBS is the number-one television resource for classroom programming in the country, according to national Cable in the Classroom surveys of teachers and school librarians
- Twelve of the top 15 programs named best for classroom use by teachers are PBS programs, according to a 1997 study by the Corporation for Public Broadcasting
- PBS Video is the largest provider of audio-visual products to America's classrooms
- An extensive Web site loaded with information that deepens the educational impact of the program accompanies nearly every major PBS program

Higher Education/ Adult Learning

- PBS Adult Learning Service (ALS) is the largest source of telecourses in the nation. Since 1981 more than 4 million adults have earned college credit using ALS telecourses
- ALS makes available more than 80 telecourses, ranging from art to physics. In addition, ALS offers 3 tele-web courses, featuring traditional video and print materials and an interactive online component

GENERAL INFORMATION

PBS Fax # 1-703-739-8131 (Purchase Orders & Tax Exempt forms)

We do NOT accept purchase orders by mail or online!!

PBS Web site: www.pbs.org

Video Source Book – a reference guide (found at the public library) that shows if a video is available and who distributes it

PBS's Federal ID #: 520899215

Customer Service in Alexandria, VA	Paying by check or money order	Warehouse address	We DO NOT ship AV videos to Canada. Refer customers to VEC.
To mail POs & customer comments: PBS Video Customer Service Dept. 1320 Braddock Pl. Alexandria, VA 22314	PBS Video PO Box 751089 Charlotte NC 28275 <hr/> To mail check for invoice from PO: PBS Video PO Box 751550 Charlotte, NC 28275	PBS Video Returns Dept 6902 Hawthorn Park Dr Indianapolis IN 46220	Visual Education Center 41 Horner Ave Unit 3 Etobicoke ON M8Z4X5 CANADA 1-800-668-0749 or 1-416-252-5907 Fax: 1-416-251-3720

Our return policy is **100% satisfaction guaranteed!**

Prepaid mailing slips are sent to any customer with defective merchandise or as a result of agent or FP error.

All other merchandise must be returned at **customer's expense.**

Frequently called Phone Numbers (Check on Alternate Numbers for a more comprehensive list)

A & E	800-423-1212	National Geographic	800-627-5162
Adult Learning Satellite TV	800-257-2578	PBS Main Switchboard	703-739-5000
Ambrose Video	800-526-4663	Reading Rainbow	800-228-4630
Annenberg	800-532-7637	Signals	800-669-9696
BBC	800-216-1222	Timelife	800-828-8575
Destinos Work Book	800-532-7637	Video Finders	800-343-4727
Discovery Channel	888-404-5969	WGBH Boston	800-255-9424
Films for Humanities	800-257-5126	WNET New York (See Alternate Numbers for specific programming for WGBH and WNET)	800-336-1917
History Channel	800-708-1776		

SHIPPING PRICES

(Effective 1/9/01)

Merchandise Total Range	US Parcel Post 7-10 business days	UPS Ground 4-7 business days	FED EX 2-Day 3 days with processing time	FED EX Priority 2 days with processing time	UPS Standard CANADA ONLY 3 weeks	FED EX Alaska & Hawaii Economy	FED EX Alaska & Hawaii Priority
\$ 1.00-\$19.99	\$4.95	\$6.25	\$10.25	\$18.25	\$16.50	\$20.25	\$28.25
\$20.00-\$29.99	\$5.25	\$7.00	\$11.25	\$20.00	\$17.00	\$21.25	\$30.00
\$30.00-\$39.99	\$5.50	\$7.25	\$11.50	\$20.25	\$17.50	\$21.50	\$30.25
\$40.00-\$49.99	\$7.00	\$8.50	\$12.50	\$21.75	\$18.00	\$22.50	\$31.75
\$50.00-\$59.99	\$8.00	\$9.50	\$14.00	\$23.50	\$18.50	\$24.00	\$33.50
\$60.00-\$69.99	\$9.00	\$10.50	\$15.25	\$25.00	\$20.00	\$25.25	\$35.00
\$70.00-\$189.99	\$9.75	\$11.50	\$16.75	\$27.25	\$21.50	\$26.75	\$37.75
\$190.00 +	Must go UPS	\$12.50	\$21.50	\$32.25	\$23.50	\$31.50	\$42.25

AV ONLY PRICES OVER \$190

190.00 + up to \$499.99	Must go UPS	\$12.50	\$21.50	\$32.25	\$23.50	\$31.50	\$42.25
\$500.00-\$999.99	Must go UPS	\$20.50	\$24.75	\$34.75	\$26.50	\$34.75	\$44.75
\$1,000.00 +	Must go UPS	3% of order	Transfer to PBS for prices!				

TYPES OF ORDERS & COMMON SOURCE CODES



CATALOG ORDER

- The customer is using a PBS Home Video Catalog to place an order.
- The source code is found on the right side of the mailing label on the back of the catalog. For example, “SC# **1A3999.**”



ON AIR ORDER

- The customer viewed the program on their local PBS station & called the phone number at the end of the broadcast offering that program for sale on videocassette.
- Source code = **ONAIRHV or ONAIRAV**



WEB ORDERS

- The customer located the video on the PBS website (www.pbs.org), but declined to place an order over the Internet.
- Source code = **WEBHV or WEBAV**

***** You will be given a transfer number for calls in which the customer requests something other than the On Air product for that night. For example, if the customer asks to place a catalog or web order, asks if we carry a certain video or asks about an order he/she has already placed, you should transfer the call. When transferring a call, remain on the line to ensure that a PBS agent answers the phone. *****

Programming Information



Title of the Program: JAZZ, A Film by Ken Burns

Product Number(s): JAZZ600

Product Price: \$179.99 + shipping

Summary of the Program:

JAZZ celebrates America's greatest original art form. Ken Burns' 10-part documentary opens at the dawn of the 20th century, incorporating American culture and historical events that interact directly with the music. From the 1890s through the ferment of the Harlem Renaissance and the Jazz Age, to the Great Depression, New Deal, Second World War, and beyond, JAZZ paints an astounding portrait of a nation and its improvisational core of music.

AV & HV VIDEO FORMATS

**** The main difference between HV and AV is not who buys the program, but rather how it is used. ****

	HV	AV (HV Plus)
VIDEO FORMAT	HOME VIDEO	AUDIO VISUAL
AVERAGE CUSTOMER	REGULAR HOME VIEWER	SCHOOLS, BUSINESSES & ORGANIZATIONS
USE	PERSONAL, HOME	EDUCATIONAL
SPECIAL FEATURES OF VIDEO	CAN BE PURCHASED FOR EDUCATIONAL PURPOSES IN A 1 TEACHER – 1 CLASSROOM SITUATION	PUBLIC PERFORMANCE RIGHTS

- **Public Performance Rights** = the right to legally show a video to any audience/group of people outside a formal classroom setting, as long as no admission is charged to view the video. These rights are limited and do not apply to satellite or extended closed-circuit TV to more than one school campus.
- **1 Teacher – 1 Classroom Situation** = An educator wishes to purchase a video to show in his/her classroom to his students only (no matter the number of students or number of classes taught throughout the course of a day). A school may use an HV video because of an exemption under the United States Copyright Law in a face-to-face teaching situation during the normal course of instruction.
- * Home viewers can **only** purchase HV videos. AV videos can **never** be sold to customers with home viewer status.
- Either format may be purchased by schools, businesses & organizations, depending on how the video is to be used. HV videos are appropriate in situations where a patron, student or employee wants to view the tape at home or in his/her office as a single viewer.
- Libraries may purchase either format as long as you explain that it is the library's responsibility to ask borrowers how the video will be viewed.

**** Remember to qualify every call by asking the customer if the video is for home (personal) or educational use & sell the appropriate video format based on his/her response. ****

SHIPPING INFORMATION

PBS ships ONLY to the following places:

Continental U.S.	Alaska & Hawaii	Canada	U.S. Virgin Islands, Guam, Puerto Rico, APO & FPO addresses to U.S. military personnel
USPS (Parcel Post)	USPS	UPS Standard Canada	USPS, regardless of cost (Packages may take up to 8 weeks to arrive.)
UPS	FedEx Economy		
FedEx Economy	FedEx Priority		
FedEx Priority			

PBS DOES NOT SHIP TO FOREIGN COUNTRIES OTHER THAN CANADA!!!

The only time you will enter a foreign address (other than a Canadian one) is for **BILLING PURPOSES**.

CANADIAN RETURN POLICY: We will be happy to exchange, replace or credit items, but we will not be responsible for shipping costs in either direction.

SHIPPING PRICES

(Effective date 1/9/01)

Merchandise Total Range	US Parcel Post 7-10 business days	UPS Ground 4-7 business days	FED EX 2-Day 3 days with processing time	FED EX Priority 2 days with processing time	UPS Standard CANADA ONLY 3 weeks	FED EX Alaska & Hawaii Economy	FED EX Alaska & Hawaii Priority
\$ 1.00-\$19.99	\$4.95	\$6.25	\$10.25	\$18.25	\$16.50	\$20.25	\$28.25
\$20.00-\$29.99	\$5.25	\$7.00	\$11.25	\$20.00	\$17.00	\$21.25	\$30.00
\$30.00-\$39.99	\$5.50	\$7.25	\$11.50	\$20.25	\$17.50	\$21.50	\$30.25
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FedEx and UPS orders require a street address and phone number.

Although Parcel Post is defaulted into the system for orders going to **Alaska** and **Hawaii**, the orders will actually go **First Class** at no extra charge to the customer. Orders usually take about **5 business days**.

January 2001

FedEx Order Times vs. Arrival Times

Use the following chart to determine when a person's FedEx order will arrive.

FedEx Priority: Delivered by 10:30 a.m.							
Order was placed	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Order will arrive	Tuesday	Wednesday	Thursday	Friday	Monday	Tuesday	Tuesday

FedEx 2-day Economy: Delivered by 5:00 p.m.							
Order was placed	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Order will arrive	Wednesday	Thursday	Friday	Monday	Tuesday	Wednesday	Wednesday

FedEx Express Collect Orders

If customers want their FedEx shipping to be charged to their FedEx account, please type the following in the **Ship by** field in **UPPER CASE**:

- **FEPCOLLECT** for priority overnight delivery
- **FESCOLLECT** for standard overnight delivery
- **FE2COLLECT** for 2-day economy delivery

Type the customer's FedEx account number in the **Shipping Comment** field using the # sign and the account number (i.e., #10478909). **DO NOT LABEL THE ACCOUNT NUMBER AS A FEDEX ACCOUNT NUMBER.** We don't want fraudulent use of the customer's number. **Reminder:** These codes are not listed in the **Ship by** pull-down box, and the customers will be charged for handling. Edge will calculate that total in the shipping field.

Canadian Orders

We **DO NOT** ship AV orders to Canada. Edge will accept it; however, when it arrives in Canada, it will be returned to FP. Refer Canadian organizational customers to:

Visual Education Center (VEC)
41 Horner Ave Unit 3
Etobicoke, ON M8Z4X4
CANADA
800-668-0749 (in Canada only) or 416-252-5907
Fax: 416-251-3720

Canadian Province Abbreviations

Alberta	AB	Newfoundland	NF	Prince Edward Island	PE
British Columbia	BC	Northwest Territories	NT	Quebec	QC
Manitoba	MB	Nova Scotia	NS	Saskatchewan	SK
New Brunswick	NB	Ontario	ON	Yukon	YT

CANADA must be entered in CAPITAL LETTERS in the country field.

Postal code letters must be entered in CAPITAL LETTERS. The 6-digit code will be letter, number, etc. (i.e., H2Z9P3).

APO & FPO ADDRESSES

FPO and APO addresses are used for the men and women serving in the armed forces overseas.

GUIDELINES FOR ENTERING FPO ADDRESSES

- Address The port where the person receives mail.
- City **FPO**
- State **AP**
- Zip Code Regular 5-digit United States zip code.
- Country **USA**

GUIDELINES FOR ENETERING APO ADDRESSES

- Address The base where the person receives mail.
- City **APO**
- State **AE**
- Zip Code Regular 5-digit United States zip code.
- Country **USA**

SAMPLE APO ADDRESS

A package is being mailed to:

Sergeant Richard Dill
Company B, 3rd of the 7th Battalion, 199th Infantry
Zip code 96060

The address is entered as follows:

Name	Sgt Richard Dill
Address	Co B, 3/7 Bn, 199 th Inf
City	APO
State	AE
Zip Code	96060
Country	USA

***** Packages can ONLY be sent Parcel Post, regardless of order total. It may take up to 2 months for packages to arrive. *****

FOREIGN ADDRESSES

***** Canada is the ONLY foreign country to which PBS ships. *****

The Canadian BILLING AND/OR SHIPPING address is entered as follows:

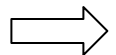
Name	Brian Adams
Address	86 La Rue de la Terre
City	Montreal
State	QC
Postal Code	H3B8P2
Country	CANADA

- Canadian postal codes consist of 6 alternating letters and numbers. The letters **MUST** be capitalized.
- Canada is divided into provinces instead of states. See the chart below for the appropriate province abbreviation to be entered in the state field.

Canadian Abbreviations

Province	Abbreviation
Alberta	AB
British Columbia	BC
Manitoba	MB
New Brunswick	NB
Newfoundland	NF
Northwest Territories	NT
Nova Scotia	NS
Ontario	ON
Prince Edward Island	PE
Quebec	QC
Saskatchewan	SK
Yukon	YT

The **ONLY** shipping method to Canada is by UPS Standard Canada and can take 3 weeks to a month to arrive.



***** All other foreign addresses are used for BILLING PURPOSES ONLY. *****

The sample BILLING address is entered as follows:

Name	Russell Crowe
Address	456 Juniper Way
City	Melbourne
State	XX
Postal Code	3001
Country	AUSTRALIA

- “XX” is entered as the state since a state abbreviation is not applicable in a foreign address, and this field must be occupied in the computer.
- Try to obtain a U.S. phone number in case order verification is necessary.

REMEMBER: Listen carefully to the customer and ask questions if necessary. After all, he or she knows the foreign address system, and we do not. We know the information we need in our computer, and he or she does not.

SAMPLE CALL FOR ON AIR ORDER ENTRY

REQUIREMENTS OF CALL

Opening:
Brand the call. Identify yourself. Offer assistance.

Qualify the call:
If the customer states that it is for educational use, probe the customer as to how the video will be used to determine if an AV or HV order should be placed.

Obtain the customer's basic information, including name, billing address, and phone number with area code.

AGENT

Thank you for calling PBS video. This is _____. How may I help you?

Will that be for personal or educational use?

Will you be using a credit card today?

Great. Can I have your name, address and phone number, area code first?

CUSTOMER

I just saw a program on TV I want to buy.

Personal use.

Yes.

Gina Sanmiguel. 7306 S. 231 E. Ave., Broken Arrow, OK 74014. My phone number is (918) 357-2460.

Confirm the basic information you obtain.

All right, Ms. Sanmiguel. Let me confirm your address and phone number. You're at 7306 S. 231 E. Ave., Broken Arrow, OK 74014. Your phone number is (918) 357-2460. Is that correct?

Yes.

What can I get for you today?

I want to order In Search of China.

Confirm what the customer wants to order, including price.

That's In Search of China at \$19.98.

That's the one.

Will there be anything else for you today, Ms. Sanmiguel?

No.

Will you be shipping that to the same address?

Yes.

Which credit card will you be using today?

Visa.

And the number?

4128 0031 7834 9852.

And the expiration date?

February 2003.

The customer confirms the credit card number. **NEVER** read the number to the customer.

For security and verification purposes, would you repeat that credit number please?

4128 0031 7834 9852.

Always assume the customer wants to ship Parcel Post. He or she will tell if the package must arrive sooner; at that time, discuss other shipping methods.

Thank you. Your video should arrive by Parcel Post in seven to ten business days. Will that be soon enough?

Yes.

Review the order:
Quote the price of each
video, the shipping
charge and the order
total.

Let me review your
order. That's one In
Search of China at
\$19.98 with shipping of
\$4.75 for a total of
\$24.73.

Offer additional
assistance before you
close the call.

Is there anything else I
can do for you today?

No, that's all.

Close the call:
Brand the call.

Thank you for calling
PBS Video, Ms.
Sanmiguel. Have a nice
day.