Important

All descriptions must be legally vetted and approved prior to submission
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Writing Instructions for Production Companies

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Episode Descriptions Best Practices

- **Do not** incorporate questions into the descriptions.
  - *"Will they ever find the killer?"* *"…but was it a murder?"*
- **Do not** use special characters.
  - #$%@&!
- **Do not** use second-person pronouns.
  - *"You won't believe who killed her"*
- **Do not** use date/time information.
  - *This April. . ."* or *"Next Thursday on Evil Lives Here…"*
- **Do not** use episode titles or mention the episode in the description.
  - *"On Evil Lives Here, a man who broke out of…"*
  - *In this episode, three women run into a killer…*
- **Do not** spoil the episodes in the descriptions
  - *"Police believe the killer is her father, but her son is the true murderer."*
- **Do not** use past tense
  - *"A woman was killed in her bathtub, and her death was ruled a suicide."*
- *Do Use* **present tense**
  - *"A woman lies dead in her bathtub, and police rule it a suicide."*
- **Do not** repeat words or phrases
  - *"A killer strangles a woman but the killer doesn't realize she is the wrong target."*
- **Do not** use passive-voice sentences.
  - *"A woman who had been walking down the street was stabbed by a cold-blooded killer."*
- *Do Use* **active-voice sentences**
  - *"A cold-blooded killer stabs a woman walking down the street."*

(cont.)

- ***Do not*** **use command words for episodic content** (Watch, Join, Tune in, etc.)
  - *~~"Join Joe Kenda as he solves the case of the missing baby."~~*
- ***Do not*** **start sentences with "But" or "And" if you can help it.**

Writing Tips

1. Descriptions should be complete sentences. With strict character counts, it can be tempting to leave out articles to meet the limitations, but only grammatically correct, full sentences are acceptable.
2. Descriptions are a marketing tool to inspire viewers to watch our programming. Please write compelling sentence that will attract the audience.
3. Direct sentences with active voice are easier to skim than ones with several clauses to parse.
4. Viewers are just glancing at the description to figure out if they want to watch it or not. Short and sweet is what we're after, (hence the 75 and 255-character limits), so don't include extraneous details that don't relate to the central point of the episode.
5. Because this is true crime, we want to create a feeling of suspense. Please don't spoil the episodes with too much info about how the case turns out. You want them to be intrigued enough to tune-in.

Instructions for Writing Series-Level Descriptions

Series-Level Descriptions – A compelling encapsulation of the show's plot (75, 150 and 255 characters).

- **75-character description** – 75 characters max. (spaces and periods count in the character count).
    - Example: *Never-before-seen footage looks into the eyes of killers hiding among us.* Exceeding the character limit results in the error screen below

- **150-character description – 150 characters max.** (spaces and periods count in the character count.)
    - Example: *Never-before-seen footage peers into the eyes of those diabolical killers hiding among us and lurking behind innocent smiles.*

- **255-character description** – 255 characters max (spaces and periods count in the character count)
    - Example: *Monsters lurk behind innocent smiles and on any street corner in America. Never-before-seen-video footage stares straight into the eyes of these killers who hide in plain sight.*

- **Production Notes** – 100 words or less. A detailed description of the show. Not consumer-facing

Important: The database will reject descriptions that exceed 75 characters (150 or 255 for the longer descriptions)

Short Description | Mixing business with pleasure spells murder for two neighboring best friends. | ✖ Please update the errors before saving. | x

77 of 75 characters

Instructions for Writing Season-Level Descriptions

Season-Level - Describes the season. Use the *same description* as the Series-level unless each season is wildly different (reality show, etc). D+ does not currently use the season-level, but we must fill it out for the show to flow through to land on the app.

Important: The database will reject descriptions that exceed 75 characters (or 255 for the longer description)

Short Description

Mixing business with pleasure spells murder for two neighboring best friends.

77 of 75 characters

❌ Please update the errors before saving.

Instructions for Writing Episode-Level Descriptions

Episodic Content for Both New and Ongoing Series

Episode-Level – A compelling description of the episode's plot without giving away spoilers.

- **75-character description** – 75 characters max. (spaces and punctuation count as characters)
    - Example: *A dedicated wildlife park employee goes missing on her way to work.*
- **150-character description – 150 characters max. (spaces and periods count in the character count).**
    - **Example:** *Denise Vasseur, a popular employee at a San Diego exotic-animal park, disappears on her way to work.*

- **255-character description** – 255 characters max. (spaces and periods count in the character count)
    - Example: *Mystery shrouds a San Diego exotic wildlife park when one of its valued employees goes missing. As the search for Denise Vasseur intensifies, investigators fear that the most dangerous predator at the park is not an animal.*
- **Production Notes** – No Character Limit but aim for 100 words max. A brief but detailed synopsis of the episode. **Not consumer-facing.**

Important- The database will reject descriptions that exceed 75 characters (or 255 for the longer description)

Short Description	Mixing business with pleasure spells murder for two neighboring best friends.	✖ Please update the errors before saving.
	77 of 75 characters	

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Writing Titles

Series-Level Titles (D+ and Linear) - **Main Title:** Desired Character Limit is **under 70** (although there is room for up to 150 characters, it's been decided that under 70 produces a cleaner look). Spaces between words are considered characters).

Episode-Level Titles (Linear) - Main Title: Desired Character Limit is **under 55** (spaces between words are considered characters).

Episode-Level Titles (D+) - **Short Title**: D+ episodes use the **Short Title** field instead of the Main Title field. The absolute max title limit is **30 characters or less** (spaces between words are considered characters).

Important: Titles longer than 30 characters will be rejected by the database.

26 of 150 characters

✖ Please update the errors before saving.

Short Title   Old Friends Equal Bad Neighbors   ⓘ

31 of 30 characters

Please craft **Main Titles** that can be edited down to 30 characters and still make sense.

     Example:
Show-level Main Title: *The Co-ed Killer: Chaos on Campus*
    Can be shortened to
Show-level Short Title: *The Co-ed Killer*

Note: Ampersands (&) may only be used in Series-Level titles.

Additional info Required

- **Victims' Names (if a specific victim must remain anonymous, please note. We do not tag victims with fake names created just for the episode)**
- **Perpetrators' Names**
- **Host(s) if applicable**
- **Major Locations appearing on the episode** (City and State)
- **Year of the Crime**
- **Theme**