

FRONTLINE

WORLD

stories from a small planet

FRONTLINE/World PARTICIPATION GUIDE

Section 1



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FRONTLINE/World --- pbs.org/frontlineworld

Email fwengagement@kqed.org for questions, comments or information on anything in this Participation Guide.

2601 Mariposa St., San Francisco, CA 94110 (415) 553-3388

Welcome to the FRONTLINE/World Participation Guide!

Welcome to the **FRONTLINE/World** Participation Guide!

When we created **FRONTLINE/World**, our ambitious goal was to change the way people thought about the world, to enable our viewers to travel the world with their own eyes and ears so that they could understand the stories, people and places that deserve to be noticed. But how to accomplish this? Our producers realized it would take a groundbreaking television show. And an award-winning Web site. To date, we've reached millions of PBS viewers and Web surfers -- we hope we can count you among them. But the journey is just beginning; there are many more people to reach, and much more work to be done to put people in touch with their world.

Hence our community engagement initiative, the newest component of our effort to create greater global citizenship. But to effectively reach individuals and communities who would benefit from **FRONTLINE/World** and from a greater understanding of international issues, we're depending on you to be an active global citizen. In this Participation Guide, you will find activities, ideas, tips and more to help you explore your world, share global knowledge with others and work with **FRONTLINE/World** to introduce your community to the defining issues facing the world.

On behalf of the entire **FRONTLINE/World** team, thank you for your support. For more information on anything in this Participation Guide or about **FRONTLINE/World**, please feel free to contact me at any time.

Best wishes,
Brent Quan Hall
Outreach Coordinator, **FRONTLINE/World**

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FRONTLINE/World is a co-production of WGBH Boston and KQED San Francisco. **FRONTLINE/World's** Participate initiative has been developed in association with KQED Education Network and Active Voice.

*Major funding and underwriting support comes from PBS, and CPB, the corporation ABB, Ltd., The William and Flora Hewlett Foundation, The John D. and Catherine MacArthur Foundation, The John S. and James L. Knight Foundation, Carnegie Corporation of New York, and the KQED Signal Society – Friends of **FRONTLINE/World**.*

Take On the World

FRONTLINE/World brings a world of ideas to your television with insightful, in-depth reporting from around the globe. Travel with intrepid backpack journalists to explore the places, people and unfolding events that define our world today -- and that determine tomorrow's headlines. A joint production of public television stations WGBH Boston and KQED San Francisco, now showing on PBS nationwide and online, **FRONTLINE/World** features fresh voices and compelling stories from a small planet.



Building Global Citizenship

At a time when 83 percent of Americans aged 18 to 24 cannot find Afghanistan on a map (as shown in a November 2002 National Geographic-Roper study) and mainstream media outlets increasingly neglect international news, **FRONTLINE/World's** community engagement initiative seeks to bridge the gap in understanding between Americans and the broader world. This **FRONTLINE/World** effort brings the world to communities, campuses, workplaces and homes, with program-building resources and ideas that empower you to participate in different ways and at different levels.



- Share perspectives: Enrich conversations with diverse, informed opinions.
- Build global awareness: Explore how America and its policies are viewed worldwide.
- Take local initiative: Inspire local activities around global issues that are of concern to every community.

Your Key to the World

FRONTLINE/World has created this Participation Guide to help all members of the community, including students, education professionals, organization leaders, station outreach professionals and any active individuals, use **FRONTLINE/World** television and Web content to expand both their community's and their own understanding of the world. Throughout this guide are tips for using **FRONTLINE/World** to help you and your community stay in touch with your world and make your mark in the process. If you have great ideas on how to use **FRONTLINE/World** that are not addressed in this toolkit, please share them with us -- and go for it!

RECENT AWARDS FOR FRONTLINE/WORLD

- Outstanding Coverage of a Continuing News Story nominee, National Emmy Awards
- Gold Special Jury Prize, Houston Worldfest
- General Excellence in Online Journalism, Online Journalism Awards
- Certificate Winner, Investigative Reporters and Editors Online Awards
- Outstanding Story on South Asia, Broadcast and New Media, South Asian Journalism Awards
- Best TV Website nominee, Webby Awards
- Best Design of an Internet Service, Editor and Publisher

The World Weighs In

"Thank you, thank you, thank you for FRONTLINE/World. America needs to be educated about life outside our country and [about] our role in the world, and your programs bring such insight and depth to a range of issues that are so important to see and understand."

--STEPHEN MCGROARTY,
NEW YORK, NEW YORK

"Arguably the best new show on air today."

--TV GUIDE

"The modern era of backpack journalism gets a sterling showcase"

--LOS ANGELES TIMES

FOR A FULL LISTING
OF THE MOST RECENT
STORIES WE HAVE
COVERED, VISIT:
[WWW.PBS.ORG/
FRONTLINEWORLD/
STORIES](http://WWW.PBS.ORG/FRONTLINEWORLD/STORIES)

BHUTAN
CAMBODIA
COLOMBIA
FRANCE
GUATEMALA
HONG KONG
ICELAND
INDIA
IRAQ
ISRAEL
LEBANON
MEXICO
NEPAL
NIGERIA
NORTH KOREA
PHILIPPINES
ROMANIA
SRI LANKA
VENEZUELA
VIETNAM
WEST AFRICA

Navigating the World

We have organized these activities into three categories, each representing progressively more in-depth and effective ways to get involved with **FRONTLINE/World**.

DISCOVER FRONTLINE/World

(low commitment, limited impact)

Just **viewed one of our broadcasts**? Know you want to learn more about world issues, but not sure where to start? Activities in this category are perfect for individuals who want to take easy steps toward greater global understanding.

SHARE FRONTLINE/World

(medium commitment, some community impact)

Ready to do more for your local community? Then it's time to start sharing your world knowledge with others. Here are some ways for you to start having an impact on your community.

PARTNER With FRONTLINE/World

(high commitment, maximum community impact)

Globally minded individuals and organizations that are go-getters might consider these ways of partnering with **FRONTLINE/World**.

HERE ARE A FEW EXAMPLES OF WHO MIGHT USE FRONTLINE/World:

- Campus leaders eager to advance global understanding with insightful media coverage
- Foreign affairs organizations in search of a springboard for community dialogue
- International Studies departments seeking to supplement curriculum materials
- Station outreach professionals working with the community
- Diversity trainers interested in strengthening educational programs
- Human resources professionals aiming to build cultural understanding
- Study abroad programs preparing students for life overseas
- Ethnic, cultural and religious groups developing programs to build awareness of their country and culture
- Economics teachers looking for innovative ways to engage students
- Journalism departments exploring international news coverage Foreign language teachers wanting to offer a closer look and listen at countries studied

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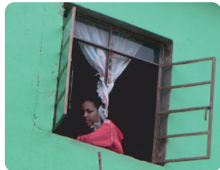
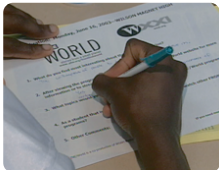
To quickly find **FRONTLINE/World** activities that are appropriate for you, find the icon that best describes your role and match it to the appropriate activity in the chart below. Look for this icon throughout this toolkit wherever it appears, there's an idea that might work for you.

KEY

-  All individuals looking to participate in their world
-  Campuses
-  Community organizations
-  Workplaces
-  PBS affiliate stations

DISCOVER FRONTLINE/World (PAGE 5)	SHARE FRONTLINE/World (PAGE 6)	PARTNER WITH FRONTLINE/World (PAGE 8)
 Watch FRONTLINE/World. Check our Web site at pbs.org/frontlineworld for local show times  Visit the FRONTLINE/World Web site for exclusive online content, streaming video of our stories, behind-the-scenes insights and viewer responses.  Subscribe to the FRONTLINE/World e-mail newsletter for story updates, interviews and upcoming events.  Join online discussions. Share your thoughts about FRONTLINE/World episodes and visit online chats with journalists.  Attend FRONTLINE/World events. View episodes with others, learn from experts and share opinions.  Expand your world view -- watch and discuss FRONTLINE/World with friends and family.	 Have an impact on world opinion start your own FRONTLINE/World viewing club.  Share international insight by distributing FRONTLINE/World newsletters to your email circle or by simply spreading the word.  Invite the world to lunch: Hold lunchtime screenings at your workplace or school.  Plug in FRONTLINE/World. Use its stories within existing international film and documentary series, world culture celebrations, or international policy speaker series.	 Think globally, discuss locally. Use FRONTLINE/World stories to create a screening and discussion event.  Organize an ongoing discussion series. Examine a topic, region or idea from FRONTLINE/World.  Go public with global concerns. Contact your local PBS station's community outreach department about support for FRONTLINE/World events, panels and more.  Organize a world film festival with FRONTLINE/World stories from around the globe.  Network around the world. Forge a cross-promotional partnership between your organization and FRONTLINE/World

Discover FRONTLINE/WORLD



Wondering how you can become a better global citizen?

Learning about your world doesn't require a passport anymore. Here are six easy ways in which you can use **FRONTLINE/World** to bring the world home and increase your understanding of the world

Ready for the World: Teens Talk Back

What's on the minds of teen world-watchers these days? Religious tensions in Nigeria, for starters. Teens flocked to YouthNOISE's online forum following a **FRONTLINE/World** report on the subject to air their opinions on the Muslim-Christian conflicts that forced cancellation of the Miss World pageant in Nigeria. Find links to excerpts of this lively discussion, interactive quizzes and articles for teens at

pbs.org/frontlineworld/stories/nigeria

*"With teen-friendly versions of **FRONTLINE/World** content, interactive quizzes and contests, we provided an engaging platform for teens to address global issues and act for the benefit of young people everywhere."*

--ERIC RIGAUD, MARKETING DIRECTOR,
YOUTHNOISE.COM.

WATCH FRONTLINE/World.



- Check pbs.org/frontlineworld for local show times.
- View streaming video of past stories on our Web site.
- Purchase an episode for educational purposes by visiting our Web site.

VISIT OUR WEB SITE AT PBS.ORG/FRONTLINEWORLD.

- Access special interactive features.
- Get exclusive behind-the-scenes insights from our reporters.
- Read viewers' reactions to stories -- and add your own.
- Get facts, stats, background information and other details on **FRONTLINE/World** and specific episodes.

SUBSCRIBE TO THE FRONTLINE/World NEWSLETTER.



- Stay in touch with story updates and the latest episode news.
- Get **FRONTLINE/World's** expert take on current events.
- Receive invites to upcoming **FRONTLINE/World** events.

JOIN ONLINE DISCUSSIONS.



- React and share your thoughts about topics explored on **FRONTLINE/World** episodes.
- Get your questions answered by **FRONTLINE/World** reporters in online chats hosted by Washington Post Online.

ATTEND A FRONTLINE/World EVENT.



- Visit pbs.org/frontlineworld/about/events.html for listings of upcoming local events.
- Learn more from local experts and **FRONTLINE/World** reporters
- Spark ideas and share opinions on world issues.

EXPAND YOUR WORLD VIEW.



- Invite friends and family to watch **FRONTLINE/World** together.
- Discuss **FRONTLINE/World** episodes with friends and family.

Bringing the World Home

An amazing, insightful and intelligent show. **FRONTLINE/World's** journalists bring us to countries most Westerners have no chance of entering. They do us the great service of opening up closed portions of the world to our eyes. Programs like this one are so very crucial in order to dispel some of the ignorance in America today.

--ERIC MCLEARON, BATTLE CREEK, MICHIGAN

Share The World

Ready to make the world a better place? Start here.

Consider **FRONTLINE/World** your global resource to share with your community in ways like these.

HAVE AN IMPACT ON WORLD OPINION.



Much like a book club, a **FRONTLINE/World** viewing club gives you a chance to share and compare reactions with friends, neighbors and colleagues. Start your own viewing club by checking pbs.org/frontlineworld for upcoming episodes. Visit our Web site a day or two before the broadcast to access facts, stats, story synopses and maps, and distribute them to your club. Then just tape the episode for later viewing or gather your viewing club the night of broadcast -- and start talking! More information on starting a viewing club is available at pbs.org/pbsprogramclub/startaclub.html.

SHARE INTERNATIONAL INSIGHT.



Circulate **FRONTLINE/World** email newsletters and pass along links to online features to keep your email circle informed about unfolding world events and upcoming **FRONTLINE/World** screenings in your area. In your community, introduce **FRONTLINE/World** to your local World Affairs Council, Rotary International and other civic organizations as well as to all your globally minded friends, family and co-workers.

INVITE THE WORLD TO LUNCH.



Work with your human resources department to hold **FRONTLINE/World** lunchtime screenings at your workplace. **FRONTLINE/World** can be a great resource for companies operating in the global marketplace as well as for companies that are seeking to encourage cultural diversity and understanding within the workplace.

PLUG IN FRONTLINE/World.



Use **FRONTLINE/World** quickly and easily by incorporating its stories program, such as an international film and documentary series, a world celebration, or an international policy speaker series. Our 10- to 25-minute segments can be easily inserted into a larger thematic program and will bring your firsthand view of the issues facing people around the world.



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Four ways to get a tape of FRONTLINE/World for your event.

1. BUY IT:

Educational institutions and libraries can purchase copies for educational use at Shop PBS for Teachers (<http://teacher.shop.pbs.org>).

2. TAPE IT:

Set your VCR! K-12 teachers can tape episodes and use them for up to a year after broadcast.

3. STREAM IT:

Visit our Web site and view streaming video of past stories.

4. ASK US:

Organizations, stations, companies and campus groups wishing to use **FRONTLINE/World** may request a tape by doing the following:

- Notify us by email (fwengagement@kqed.org) of your desire to hold an event incorporating **FRONTLINE/World**.
- Complete and return the pre-screening form (*appendix: Form A*).
- Agree to all the conditions
- Get your tape!



WHAT TO EXPECT FROM THE WORLD

Participants at a recent **FRONTLINE/World** screening and discussion on Cambodia, hosted by the Cambodian Student Society at Cal State Long Beach, had this to say.

From the organizers:

*"Partnering with **FRONTLINE/World** was a wonderful experience for the Cambodian Student Society. **FRONTLINE/World** offered the campus and local community an opportunity to learn more about Cambodia's recent history. Without the help of **FRONTLINE/World**, we would never have been able to put on such a well-received program."*

From the audience:

"Very eye-opening. I knew very little about Cambodian history. Encouraged me to learn more about it and pay attention to world news."

"I'm very thankful to attend this special event. The documentary and speakers have enlightened me more about my culture and reminded me how vital it is to remember the past."

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PARTNER WITH FRONTLINE/WORLD

Some people only witness world events -- but you can make them happen.

Work with **FRONTLINE/World** to develop effective ways to build global awareness and understanding within your community. Here's how.

THINK GLOBALLY, DISCUSS LOCALLY.



Create your own world event using a **FRONTLINE/World** story as a platform for discussion. You might use our stories to spark panel discussions with local experts, as Harvard University's Carr Center for Human Rights does. Or follow the lead of the World Affairs Council of Northern California, which has hosted evenings of conversation with noted commentator Andrei Codrescu and other **FRONTLINE/World** journalists. You might even develop online chats between your Web community and a **FRONTLINE/World** journalist, like the Washington Post Online does.

ORGANIZE AN ONGOING DISCUSSION SERIES.



Explore a topic, region or idea at length by developing an ongoing discussion series using multiple **FRONTLINE/World** stories. Expect lively conversation and in-depth understanding to ensue, which is what has happened when students and community members at U.C. Berkeley's International House use **FRONTLINE/World** to examine each region of the world over the course of a school year.

GO PUBLIC WITH GLOBAL CONCERNS.



Contact the Community Outreach department at your local PBS station about possible support for your **FRONTLINE/World** events, panel discussions and more. Some PBS stations may be able to contribute venues, promotional assistance or other resources. **FRONTLINE/World** offers modest grants to PBS stations willing to work with their community to support programs exploring global issues. For more information, send an email to fwengagement@kqed.org.

ORGANIZE A WORLD FILM FESTIVAL.



Launch an international film or video festival using **FRONTLINE/World** stories. The South Asian film organization 3rd I packed the house for its screening of three **FRONTLINE/World** South Asia stories, on Bhutan, India and Sri Lanka. 3rd I found these documentaries a worthy complement to its fictional features.

Partners in the World

Here's how current partners describe working with **FRONTLINE/World**.

"Fantastic! The stories really spoke to our audience base and were in an easy format to preview and screen. Since we show mostly fiction, the documentaries balanced our programming and gave it more depth."

--CAMILLE RAMANI, 3RD I

"Students really related to the speaker, [FRONTLINE/World journalist] Amanda Pike. She gave students ideas on the type of journalism you can do to make a difference -- and showed that you can make a difference as a young journalist. Attendance was better than expected. ... looking forward to working with FRONTLINE/World again."

--AVA GREENWELL, ASSOCIATE DEAN,
MEDILL SCHOOL OF JOURNALISM,
NORTHWESTERN UNIVERSITY

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NETWORK AROUND THE WORLD.



FRONTLINE/World partners enjoy added visibility and credibility. Promotional partners range from globally conscious companies, such as Lonely Planet, a publisher of in-depth travel guides, to notable nonprofits, including the Association of American Colleges and Universities and its 800 member schools. Promotional partners might co-host special events and reciprocate Web site links and special mentions in publications, newsletters and press releases. Send us an email to explore the possibilities.



BEST PRACTICES FROM PUBLIC TELEVISION STATIONS

CAMPUS PARTNERS INCLUDE

- * Cal State Long Beach, Cambodian Students Society
- * Harvard University, Kennedy School of Government
- * Humboldt State University, MultiCultural Center
- * Northwestern University, Medill School of Journalism
- * San Francisco State University, Educational Opportunity Program
- * U.C. Berkeley, International House and Graduate School of Journalism
- * University of North Florida
- * University of Texas at Austin, School of Journalism
- * Wesleyan University, Shasha Seminar
- * Wilson Magnet High School, Rochester, N.Y.

COMMUNITY PARTNERS INCLUDE

- * The Asia Society
- * Association of American Colleges and Universities
- * International House
- * JCCI Forward
- * Let's Go
- * Lonely Planet
- * 3rd I
- * World Affairs Council
- * YouthNOISE

STATION PARTNERS INCLUDE

- * KEET/Eureka, Calif.
- * KQED/San Francisco, Calif.
- * WGBH/Boston, Mass.
- * WJCT/Jacksonville, Fla.
- * WNET/New York, N.Y.
- * WXXI/Rochester, N.Y.

COMMON GROUNDS. KEET/Eureka is partnering with Humboldt State University's Multicultural Center to use the **FRONTLINE/World** story "Coffee Country," along with music and food from the countries featured in it, to engage a range of community groups in dialogue around issues of global trade. The discussion won't end there: They will bring a host of other PBS programs into the picture over the next year, sharing tasks, ideas and resources with their growing list of partners to explore issues of globalization.

THE GLOBAL GENERATION. **FRONTLINE/World** will kick off WNET/New York's Human Rights 101 initiative, where educators and students from 15 area high schools will create their own human rights screening and discussion events and related projects over the course of the school year. WXXI/Rochester is partnering with Wilson Magnet High School students from clubs with an academic and international focus, such as Amnesty International, Model U.N. and the study abroad program. WXXI outreach professionals will facilitate a **FRONTLINE/World** screening and discussion at the school, then encourage other area educators and schools to adopt this model in their classrooms by creating and broadcasting a video interstitial throughout the year.

THE DIPLOMAT NEXT DOOR. When WJCT/Jacksonville learned that several former U.S. ambassadors lived in their market, it formed a partnership with the World Affairs Council and Jacksonville Community Council Forward to invite these diplomats to co-host a screening and discussion covered by WJCT's daily public affairs program. This use of local experts promotes discussions around current world issues while providing local insight on how Americans are viewed abroad.

*"KEET is thrilled to partner with **FRONTLINE/World** in starting community dialogue on global issues. **FRONTLINE/World** is helping us make stories and issues around the globe relevant to our viewers."*

--CLAIRE REYNOLDS, KEET/EUREKA