

## FRONTLINE/World

# PLANNING AN EVENT

### Section 2



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This guide will walk you through these eight steps, which are key to a successful FRONTLINE/World partner event.

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**FRONTLINE/World** --- [pbs.org/frontlineworld](http://pbs.org/frontlineworld)

Email [fwengagement@kqed.org](mailto:fwengagement@kqed.org) for questions, comments or information on anything in this Participation Guide.

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# WORLD PLANNING AN EVENT

## STEP 1. PROGRAM PLANNING

|                      |                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>GOALS</b>         | First, outline the goals for your program by answering the following three questions. Use this as your guide to select appropriate stories and speakers, seek partners, and come up with effective promotional strategies to appeal to your audience.                                                                                                                                            |
| <b>PROGRAM GOALS</b> |                                                                                                                                                                                                                                                                                                                                                                                                  |
| Topic:               | What issue do you hope to address, and why is this issue relevant now? Browse the Story Guide section to identify potential stories or topics you can build your program around.                                                                                                                                                                                                                 |
| Outcomes:            | What specific outcomes do you hope to achieve with your program?                                                                                                                                                                                                                                                                                                                                 |
| Audience:            | Who do you hope will attend, and what will motivate them to attend?                                                                                                                                                                                                                                                                                                                              |
| <b>DEFINITION</b>    | Once you've identified your goals, think about how you want to achieve them.                                                                                                                                                                                                                                                                                                                     |
| Format:              | What kind of event or application of <b>FRONTLINE/World</b> will help you best achieve your goals? Do you want to focus on one story or group a few stories under a shared topic, such as human rights or global trade, or under a specific region, like the Middle East or South America? How much time do you want to devote to the screening versus the discussion?                           |
| Discussion:          | What will the nature of the discussion be? Will you have expert speakers weigh in? How many? Who? Where will you find them? Will you use a facilitator? Will there be an open Q&A, or will you use question cards?                                                                                                                                                                               |
| Timing:              | What date and time would work best for your audience? For your organization? For your speakers?                                                                                                                                                                                                                                                                                                  |
| <b>DETAILS</b>       | <p>Before you let people know about your event, be sure your organization has prepared a complete program description. This should include the following:</p> <ul style="list-style-type: none"> <li>• Program Description</li> <li>• Date and time</li> <li>• Location</li> <li>• Program title</li> <li>• Participants</li> <li>• Description</li> <li>• Telephone or email contact</li> </ul> |

### AUDIENCES REACT TO THE WORLD

Here's what some of the people who attended events featuring **FRONTLINE/World** stories have to say about the experience.

*"I have never known about the program, but my eyes were opened tonight. I would definitely check out the Web site to seek out more information on what is going on in the world in detailed focus."*

*"I really enjoy your work. It is always enlightening. I would just like to encourage PBS to continue funding these projects to help educate U.S. citizens on issues that go on outside our border. Great work!"*

*"Very well organized! As a first-time attendee, I thoroughly enjoyed this event. The depth of thought in the dialogue between the guest and moderator was real and interesting on many levels."*

# WORLD PLANNING AN EVENT

## STEP 2. PARTNERS

**IDENTIFYING PARTNERS** There are a number of organizations around the country who have expressed interest in co-hosting **FRONTLINE/World** events. To explore some options, contact [fwengagement@kqed.org](mailto:fwengagement@kqed.org).

**ONGOING PARTNERSHIPS WITH FRONTLINE/World** If you'd like to expand your partnership with **FRONTLINE/World** by planning a series of events featuring **FRONTLINE/World** stories or establishing an ongoing cross-promotional partnership with **FRONTLINE/World** or if you have other unique ideas on how to partner with **FRONTLINE/World**, send an email to [fwengagement@kqed.org](mailto:fwengagement@kqed.org).

## STEP 3. SUPPLIES

**VIDEOS** In exchange for completing a pre- and post-event form (PDF Section 4: Form A and B), we will provide you with a VHS video of **FRONTLINE/World** for screening purposes. See "Four Ways to Get a Tape" (PDF section 1 page 7) for more information.

**HANDOUTS** You may want to develop handouts to provide your audience with some background information. Go to our Web site for help. There you will find a map, a synopsis, facts, stats, related links and more for every **FRONTLINE/World** story. You might also want to include bios of speakers and panel participants in your handouts.

**TAKEAWAYS** **FRONTLINE/World** will send you postcards to give away at your event and our popular compass/thermometer keychains to give to those who fill out the survey. Please let us know a month before your event approximately how many people will be attending your event.

### WHY PARTNER?



To maximize the impact and success of your event, **FRONTLINE/World** highly recommends that you seek other partners. Partnering with other organizations is a great way to share responsibilities, extend your resources and reach broader audiences. Look at local college and university academic departments, student groups and student services organizations, like study abroad programs. Or consider community groups with an interest in global affairs or international journalism. You also may want to contact the Community Outreach department at your local PBS station. They may have resources available to organizations interested in working with **FRONTLINE/World**.

### LET US KNOW

Once you have defined your event and gathered the details, please complete the Pre-Event Organizer Information form (appendix: Form A) and return it to us.

## STEP 4. SPEAKERS

**EXPERTS** Local universities, nonprofit organizations and international groups are excellent sources for experts on subjects covered on **FRONTLINE/World**. On occasion, **FRONTLINE/World** reporters have spoken at larger events coordinated by universities and national organizations for a modest honorarium or travel expenses. There also may be **FRONTLINE/World** producers living in your area who may be willing to participate at minimal expense. To inquire about the availability of **FRONTLINE/World** reporters for large-scale events, send an email to [fwengagement@kqed.org](mailto:fwengagement@kqed.org).

**PANELS** **FRONTLINE/World** has found that the most effective discussions offer a range of perspectives on an issue. For example, you may feature an academic expert, a student from the country being examined, a community member with experience working in that country and a journalist who has covered news from that part of the world. Be conscious of providing a platform for balanced discussion by representing multiple viewpoints on the topic.

**FACILITATORS** Choose your host or facilitator carefully. While they need not be experts on the topic, it helps to have someone who

- understands your goals.
- is willing to research background information on the topic.
- will work with the speakers beforehand to discuss questions and issues that may arise in conversation.
- can be unbiased and fair.
- can keep the dialogue focused, flowing and evenly distributed, both among the panelists and between the audience and the panelists.

VISIT THE NATIONAL COALITION OF  
DIALOGUE AND DELIBERATION  
WEB SITE ([WWW.THATAWAY.ORG](http://WWW.THATAWAY.ORG)) FOR  
MORE INFORMATION ON FACILITATING  
CONVERSATION  
THAT HAS AN IMPACT.

## STEP 5. PUBLICITY AND PROMOTION

**PROMOTING YOUR EVENT** Once you've identified your intended audience, your partners and the event details, it's time to focus on filling the room! Before you send out press releases, flyers or other publicity materials, however, please submit them to [fwengagement@kqed.org](mailto:fwengagement@kqed.org) for clearance. **FRONTLINE/World** can also help you brainstorm other ways to promote your event -- just include a note in your email. And after **FRONTLINE/World** has approved your materials, do one more thing before you send them out: Call your local public television station's publicity department to let them know you're involved with **FRONTLINE/World**.

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## PUBLICITY

Before you send your **FRONTLINE/World**-approved materials to the press, you should place a courtesy call to the publicity department of your local public television station and tell them what you're up to. Many of them also encourage local media to cover the series, and you'll both want to avoid duplication of effort and make sure that your message focuses on your community event, not on a **FRONTLINE/World** broadcast. The station will appreciate knowing that you're involved with **FRONTLINE/World** and may support you in your press efforts. But if a reporter wants to focus on **FRONTLINE/World** and not your event, please direct him or her to the **FRONTLINE** Communications department of WGBH at (617) 300-3500.

## INTERVIEWS AND MEDIA RELATIONS

Getting media attention requires effort and persistence. Follow these seven steps to help get attention for your event.

1. Define who would want to cover your event and why. What reporter covers educational events or civic gatherings for your local paper? What newsletters, university newspapers and cable television programs can you think of that focus on international affairs or community events?
2. Develop an angle. Make your event enticing by offering an expert speaker for an interview or by connecting it with a topical news story. If you are using the episode about Nigeria, for example, mention recent news items involving Nigeria in your conversation with reporters and in your press release.
3. Write a short press release with an angle that will make your event newsworthy. Use a clear, attention-grabbing headline and include a contact name, a telephone number and an email address at the top of the page.
4. With your press release, include materials that the reporter might need in order to write the story. These might include photos of participants, a description of your organization and the event, background on expert speakers, and a summary of the **FRONTLINE/World** episode.
5. Follow up with reporters and editors via email then telephone, but be considerate of their deadlines -- ask if it is a good time to talk about your event

### PROMOTIONAL CHECKLIST

- Invite your own and your partners' constituents through email, mailers, flyers and Web postings.
- Post the event in local newspaper, radio and Web site event calendars. Look into on-air community PSAs on your local NPR and PBS stations.
- Contact local colleges or community groups that may have particular interest in the topic.
- Post flyers around town at libraries, cafés, bookstores, other local businesses and on campus.
- Send press releases to local reporters.
- Send particulars of the event to [fwengagement@kqed.org](mailto:fwengagement@kqed.org) to have it posted on the **FRONTLINE/World** Web site.

\* \* Be sure you get extra copies of any story or listing that comes out about your event. And please send one to us!

# WORLD PLANNING AN EVENT

## INTERVIEWS AND MEDIA RELATIONS (continued)

6. If you think any reporters are going to attend, be sure you have someone assigned to meet them at the event with a full press kit, including the items on your promotional checklist.

7. If they'd like access to someone at **FRONTLINE/World**, let us know. We can arrange for a telephone interview with a producer.

## FRONTLINE/WORLD CROSS-PROMOTION

If you email the particulars of your event a month in advance of the event date, your event listing will be posted on the **FRONTLINE/World** Web site and possibly included in our newsletter.

## SIGNAGE

Before creating any materials that use the **FRONTLINE/World** brand or if you would like logos, images or other assets, please send an email to [fwengagement@kqed.org](mailto:fwengagement@kqed.org). There are guidelines you must agree to adhere to before we can grant you permission to use the **FRONTLINE/World** brand.

## STEP 6. COVERING EXPENSES

### COVER CHARGE POLICY

If you are screening any part of a **FRONTLINE/World** broadcast, the screening portion of the program must be free of charge.

Please respect **FRONTLINE/World** producers, who have graciously consented to let their work be shown at community and campus events, on this condition. If this policy would prevent you from holding a **FRONTLINE/World** event, please send an email to [fwengagement@kqed.org](mailto:fwengagement@kqed.org) to discuss possible alternatives.

### SUGGESTED DONATIONS

Although cover charges are not allowed for **FRONTLINE/World** partner events, your organization can request an optional "suggested donation" at the door.

### GRANTS

**FRONTLINE/World** makes modest grants available to PBS stations that implement **FRONTLINE/World** programs in their community. For details, please send an email to [fwengagement@kqed.org](mailto:fwengagement@kqed.org).

## GET THE INSIDE TRACK TO FREE PUBLICITY

- Contact the **metro** editor of your paper about the fact that **residents** of your town are taking steps to become "global citizens."
- Work with campus newspapers and **radio**, which might want to feature your panelists or **speakers** in advance of the event.
- Contact the ethnic media, particularly when you can draw links between their audience and the event theme. For example, an event focusing on Latin America might particularly interest your local Spanish language media, and your local Asian Week bureau may be interested to hear you're focusing on Cambodia.

## STEP 7. AT THE EVENT

To provide the audience with context around **FRONTLINE/World** and the story they are about to screen, please ask the host or moderator to introduce and close the event with a few words about **FRONTLINE/World**. Here are options.

**FRONTLINE/World EVENT INTRODUCTIONS**

“This event features the PBS series **FRONTLINE/World**, a co-production of WGBH Boston and KQED San Francisco.” (Note: **FRONTLINE/World** should not be designated as a “host” or “sponsor” of the event.)



“**FRONTLINE/World** is an international news magazine spin-off of the acclaimed PBS investigative documentary show **FRONTLINE**.”

“In each episode, **FRONTLINE/World** highlights rarely covered stories from every corner of the globe, from Bhutan to Venezuela.”

**IN CLOSING ...**

“**FRONTLINE/World** airs on occasional Thursdays at 9 p.m. on PBS, and episodes also can be viewed on their Web site. For specific airdates, further information on past and future shows, reporter diaries, discussion forums, and streaming video of **FRONTLINE/World**’s stories, visit their Web site at [pbs.org/frontlineworld](http://pbs.org/frontlineworld).”

“Please help us improve these events in the future by completing the survey left on your seat. This is your chance to tell us and **FRONTLINE/World** what you thought of this event and how we can better serve your community. Please provide your email address if you would like to subscribe to the **FRONTLINE/World** newsletter.”

In this Participation Guide, you will find an Email Newsletter Sign-up Sheet (*PDF Section 4: Form D*). The **FRONTLINE/World** email newsletter is the best way for interested viewers to receive broadcast updates. Please circulate this at your event and return it to us.

## STEP 8. FEEDBACK

- SHARE YOUR THOUGHTS** In an effort to understand and track the various uses of **FRONTLINE/World**, we ask that you take a moment to describe your **FRONTLINE/World** event. Please complete and return the Post-Event Organizer Feedback form enclosed in this Participation Guide (*PDF Section 4:: Form B*). Your feedback is invaluable in understanding the impact **FRONTLINE/World** is having on your community.
- POST-EVENT SURVEYS** Prior to the event, make photocopies of the audience survey (*PDF Section 4:: Form C*). At the event, distribute one to each attendee. Please be sure that your moderator asks the audience to complete these surveys.
- PHOTOS** If possible, please assign someone to take digital photos of the event, then email them to [fwengagement@kqed.org](mailto:fwengagement@kqed.org). We may include photos of your event on **FRONTLINE/World's** Web site or in print material with your permission.
- STAY IN TOUCH** Please be sure to remind audience members to sign up for **FRONTLINE/World's** email newsletter on a sign-up sheet (*PDF Section 4: Form D*) before they leave, and in any follow-up emails after the event. **FRONTLINE/World** will notify you by email of upcoming episode topics and airdates. We hope that you will forward these emails to other members of your community and campus who might be interested in our programs.

## ★ ★ NOTE THOSE NUMBERS

Audience feedback is crucial to your organization as well as to **FRONTLINE/World**, to help both our organizations ensure the event has the intended positive impact and to gauge community interest in similar future events. **FRONTLINE/World** will share survey results with you to help your organization demonstrate its value to the community and to funders.