

Event Check List

Use this step-by-step guide to plan your "The Choice 2004" campus screening event:

Confirm Air Date and Time

- Although the initial broadcast of "The Choice 2004" is scheduled for Tuesday, October 12, 2004 at 9 P.M., individual PBS stations may choose to air the film at a different date and/or time based on local programming. Call your local PBS station or check local listings to confirm when the film will be broadcast in your area before you begin outreach and publicity efforts.

Identify Partners

- Your school's Student Activities Office can help recommend groups that might be interested in collaborating on this event.
- Ask student groups if they want to participate by helping to cover costs, publicize the event, and/or construct the panel.
- Be sure to have equal representation of partisan groups (i.e.: if the campus Democrats are involved, the campus Republicans should be as well).

Secure Event Date and Location

- Will you screen the entire film during its national broadcast, or screen the excerpt (20 minutes) and follow with a panel discussion?
- Reserve a space on campus for the event. Make sure the location has screening capabilities (A/V equipment or cable) and space to set up a panel discussion, if appropriate. Consider how many students and faculty can attend.
- If you are not watching the national broadcast, identify A/V requirements and request a tape from FRONTLINE at least one week prior to your event by e-mailing jenna_lowe@wgbh.org. *Test the tape prior to your event.*

Secure the Panelists (optional)

- Talk to political science professors, or other experts, of varying viewpoints and ask them to participate in the panel discussion.
- Find a moderator to direct questions and keep the flow going during the discussion. The moderator will also introduce the panelists.
- If screening the entire film, you might ask a professor or student group representative to give a brief introduction and remind people about the Web site (<http://www.pbs.org/frontline/shows/choice2004/>).

Publicize Your Event

- Identify appropriate contacts at your campus newspaper to encourage coverage of your campus event and the film's television broadcast. Distribute the enclosed press release, photos, and information about the advance Web site.
- Identify other opportunities to promote your event. Many campus publications will print non-profit advertisements for free. The enclosed ad graphic is customizable.
- Advertise the event on your school's Web site and include a link to "The Choice 2004" Web site.
- Contact your campus radio station with information about your event and the broadcast.
- Customize the enclosed fliers with information about your event and post in appropriate campus common areas, bulletin boards, and departments. In addition to areas with high student traffic, like cafeterias and book stores, consider posting in faculty departments that may be interested in this film, including those focusing on journalism, politics, and civic engagement. *Get approval before posting fliers.*
- Start an e-mail chain with the information about your event. Forward to those campus members you feel would be the most interested and encourage them to forward to their contacts as well. Include a link to the Web site to view the 4-minute promotion clip (<http://www.pbs.org/frontline/shows/choice2004/>).