

WHOSE CHILDREN ARE THESE? OUTREACH GUIDE PDF

- **Confirm with your local PBS station if and when it will broadcast *Whose Children Are These?*** The program will be offered to PBS affiliate stations to record via PBS's National Educational Telecommunications Association (NETA) on August 26th. Stations will then decide whether and when they will air the program. Encourage them to air it if they are not yet planning to. **Please let us know your station's broadcast plans by calling or e-mailing us so we can publish that information on our Web site and encourage local media to review the program.** Please see **Outreach/Advocacy** section for more information on how to reach out to the PBS stations.
- **Ask the station to work with you to hold a special preview event, where local groups are invited to view the program** in advance of broadcast and encouraged to help publicize and use the broadcast. Contact the Outreach Director at the station. Help the station come up with a list of groups to invite (college and university, church, health professional, JAFL, etc.). At the preview event, encourage groups to promote the program to their members and plan a group viewing or other events. Hand out copies of press releases.
- **Consider buying underwriting time on your local PBS station.** On many PBS stations a group or individual can get low-cost 15-second underwriting spots that will permit you to mention your group name and the fact that you are helping to publicize the broadcast of ***Whose Children Are These?***, including the exact broadcast times. Contact your local station for guidelines and rates.

Publicize the broadcast . . .

There are many different ways to help get the word out about the broadcast. Be creative!

- **Announce the broadcast and *Whose Children Are These?* Web site in your group's newsletter or mailings.** Include the details on your local station and broadcast times, and any events you may have planned around the broadcast.
 - **Use the Internet (e-mail, Web sites, list serves, user groups, etc.) to publicize the broadcast and any activities you or your group may have planned around it.** Send e-mail messages to your group's members, your friends, family, et al. (see the following sample). Post announcements on newsgroups or listserves you may be a part of. Keep messages short and to the point, and personalize them as much as possible. Timing the delivery of your message is important so people don't forget. The week prior to broadcast is probably best (unless you are inviting people to a group viewing.) Ask recipients to forward the message on to everyone they know that has e-mail, so it has a multiplying effect that could reach many thousands. If you have a Web site, please include a notice on your site about the broadcast, with a link to the ***Whose Children Are These?*** site at www.whosechildrenarethese.com.
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Use the program to motivate . . .

Help people take the first steps to a better understanding of the post 9/11 experience of immigrants and its ongoing impact.

- **Have a group or family viewing and encourage others to do the same.** A group or family viewing in your home or other setting allows people to discuss the program, the documentary's impact on their lives, and what each person can do. Make the group viewing simple, comfortable, and meaningful. Have a potluck or dessert and tea. Be sure to use the enclosed viewer's guide, which includes sample discussion points and lists of resources and groups.
- **Host a community/youth viewing event.** Use a local church, school, youth program or meeting hall to invite people from your group or a variety of groups. Again, the viewer's guide will be helpful to focus discussion. The event can also be used to plan follow-up activities in the community. If the broadcast time isn't convenient, order a video copy of ***Whose Children Are These?*** to show at another time (see below).
- **Purchase video copies of *Whose Children Are These?*** for ongoing education and outreach, or for sharing with friends, family and neighbors. Copies are available for educational, grassroots and home use from the Center for Asian American Media in San Francisco at (415) 552-9550, or contact them by e-mail at: distribution@asianamericanmedia.org. **There is also a Study Guide available for grades 9-12 which is available in the Outreach/Advocacy section.**