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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 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.

Take On the World

FRONLINE/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, FRONLINE/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, FRONLINE/World's community engagement initiative seeks to bridge the gap in understanding between Americans and the broader world. This FRONLINE/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
FRONLINE/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 FRONLINE/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 FRONLINE/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 FRONLINE/World that are not addressed in this toolkit, please share them with us -- and go for it!

Recent Awards for FRONLINE/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 FRONLINE/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 McGoarty, New York, New York

"Arguably the best new show on air today."
--TV Guide

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

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

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 into an existing program, such as an international film and documentary series, a world celebration, or an international policy speaker series. Our 10- to 25- easily inserted into a larger thematic program and will bring your firsthand view of the issues facing people around the world.
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. **TAKE 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!

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**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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**FRONTLINE/World --- pbs.org/frontlineworld**

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

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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.

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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 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
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

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 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