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PRE-EVENT ORGANIZER INFORMATION

Thank you for your interest in using FRONTLINE/World in your community. In an effort to understand and track the various uses of our stories, we ask that you provide us with some information before and after the screening, event or other use of FRONTLINE/World. In exchange, we will provide you with a FRONTLINE/World episode(s) of your choice, postcards, an email sign-up list and key chains, in addition to posting your event on our Web site if you desire.

NAME

TITLE

ORGANIZATION

ADDRESS

TELEPHONE

FAX

EMAIL

WEB SITE

YOU ARE (CIRCLE ONE OR ALL APPLICABLE):

Educator Outreach Professional National Organization Nonprofit Business

Station Community Agency For-profit Business Other (specify) ______________________

PRE-SCREENING QUESTIONS

1. Describe your organization, its mission and its constituency.

2. What is your interest in FRONTLINE/World?

3. Describe the proposed use of FRONTLINE/World.

4. Will you need a copy of FRONTLINE/World? Which story or episode?

5. When and where will the event take place? Describe the setting.
6. Who will attend the event?

7. If the event includes a screening, will the screening be followed by discussion? If yes, will the discussion be facilitated and by whom?

8. What objectives are you most interested in addressing through using the clips?

9. What partners will you be working with for this event? Please provide contact name, title and information if possible.

10. How did you hear about FRONTLINE/World and its engagement campaign?

Please initial the following:

I agree to complete the post-screening form at the conclusion of our event. ..................

I will adhere to all conditions specified in this Participation Guide (see Planning an Event Step 5: Signage and Step 6: Cover Charge Policy), including not charging admission for the screening. ..................

Please provide us with the following information if you would like to publicize the event on the FRONTLINE/World Web site.

Event Title .................................................................
Event Date(s) .............................................................
Event Time ...............................................................
Location Name ..........................................................
Location Address ......................................................
Event Description .................................................................................................................................
Contact Name ............................................................
Contact Telephone .....................................................
Contact Email ...........................................................
Web Link ..................................................................

FRONTLINE/World – KQED · 2601 Mariposa St., San Francisco, CA 94110 – phone: (415) 553-3388, fax: (415) 553-2456
POST-EVENT ORGANIZER FEEDBACK

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. Thank you for your support. We look forward to working with you in the future!

Please complete this form and fax it to Brent Hall at (415) 553-2456. If you have copies of audience surveys, invitations, flyers, photos, press releases, articles and so on, please mail us copies for our records.

**NAME**  
**Title**  
**Organization**  
**Telephone**  
**EMAIL**  
**Event Title**  
**Event Location**  
**Event Date**

**POST-SCREENING QUESTIONS**

1. Please describe your impressions of the screening.

2. What were your organization's goals for the screening? How did or didn't FRONTLINE/World help you accomplish those?

3. What FRONTLINE/World stories did you use?

4. Approximately how many people attended the screening? Please list some attendees.

5. What was the composition of the audience? Age, gender, ethnicity, education, income, etc.
6. Was there any audience feedback about the FRONTLINE/World clip? Please tell us some of the more interesting comment(s).

7. How would you describe the experience of working with FRONTLINE/World and its staff?

8. Do you have any other comments on using FRONTLINE/World as part of this screening? About what worked and what didn't work?

9. Would you be interested in hosting more FRONTLINE/World events?

10. Do you know of other organizations that would benefit from FRONTLINE/World content? Please list their names and, if possible, their contact information.
FRONTLINE/World Audience Survey

Thank you for attending this FRONTLINE/World event! Visit pbs.org/frontlineworld for more information on today's topics. Please help us to assess and improve these events by completing this short survey. Data will be shared only with FRONTLINE/World and this event's partner(s).

If you would like to receive FRONTLINE/World's newsletter, please provide us with your email address and tell us what topics interest you.

EMAIL

TOPICS

1. I am participating in this event in my role as:
   □ Member of host or partner organization
   □ Student
   □ Community member
   □ Educator

2. How did you learn about this event?
   □ Flyer / mailer (Host / partner)
     i. From host or partner
     ii. From local PBS
   □ Web site
     i. Host's or partner's
     ii. FRONTLINE/World
     iii. Local PBS
     iv. Other ..................................................
   □ Email
     i. Host's or partner's
     ii. FRONTLINE/World
     iii. Local PBS
     iv. Other ..................................................
   □ Event calendar ............................................
   □ Radio mention
     i. Local NPR
     ii. Other ..................................................
   □ Television mention
     i. Local PBS
     ii. Other ..................................................
   □ Word of mouth
   □ Other .....................................................
3. Has this program changed the way you view a place, event or issue?
   - Significantly
   - Somewhat
   - Not really

4. After seeing this show, which of the following steps are you likely to take?
   (Please circle all that apply.)
   - Read articles related to the issue
   - Discuss the issue with friends or family
   - Modify your own behavior in some way to positively impact issue; please describe how:
   - Attend additional events held by the host organization or other events addressing this issue
   - Express your opinion on this issue to a politician, community leader or other person who might have an impact on this issue
   - Take on volunteer work related to this issue
   - None

5. Have you ever seen FRONTLINE/World before this?
   - Yes
   - No

6. After this program, how likely are you to watch FRONTLINE/World?
   - Very likely
   - Likely
   - Unlikely

7. Would you recommend this show to others?
   - Yes
   - No
   - Not sure

8. How often do you watch public television (PBS)?
   - Daily
   - Weekly
   - Monthly
   - Rarely
   - Never

9. How often have you seen FRONTLINE?
   - 20+ times
   - 11-20
   - 6-10
   - 1-5
   - Never
10. Do you plan to visit the FRONTLINE/World Web site?
   ☐ Yes
   ☐ No

11. Which of the following features on FRONTLINE/World's Web site are you likely to use?
    (Please circle all that apply.)
    ☐ Streaming video
    ☐ Original articles
    ☐ Discussions and chats
    ☐ Background information on this episode
    ☐ Related links
    ☐ Newsletter sign-up
    ☐ Forwarding information to others

12. What is your gender? (optional)
    ☐ Male
    ☐ Female

13. What is your age? (optional)
    ☐ Under 17
    ☐ 18-24
    ☐ 25-34
    ☐ 35-44
    ☐ 45-54
    ☐ 55-64
    ☐ 65-74
    ☐ 75+

14. What is your ethnic background? (optional)
    ☐ African American/Black
    ☐ Asian
    ☐ Hawaiian/Pacific Islander
    ☐ Latino/Hispanic
    ☐ Multiracial
    ☐ Native American/Alaska native
    ☐ White/European American
    ☐ Other ....................... 

15. In your own words, please tell us what you thought of this program.
    (Use the back as needed.)
Sign up for the FRONTLINE/World email newsletter to receive updates about upcoming episodes

FRONTLINE/World — pbs.org/frontlineworld

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

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