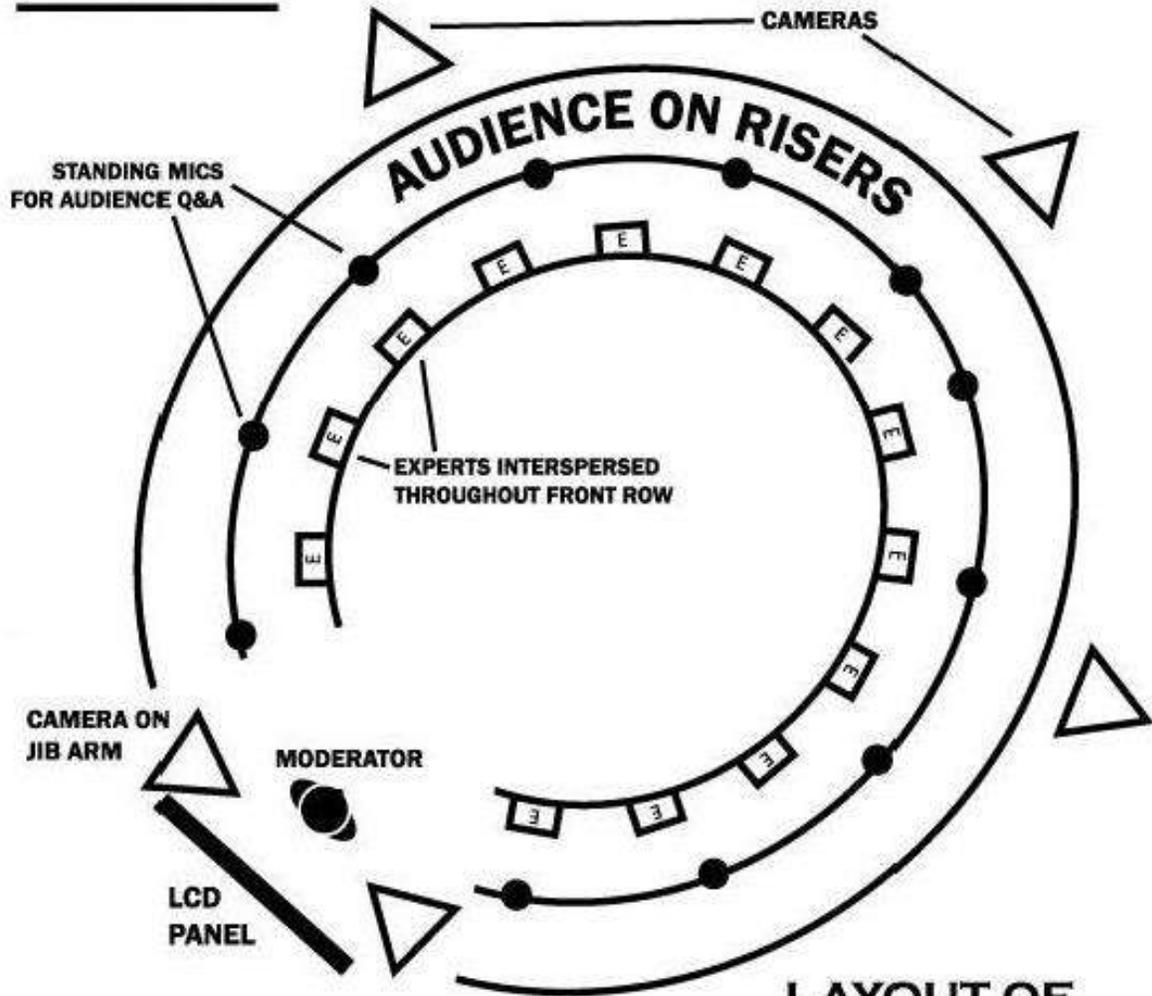
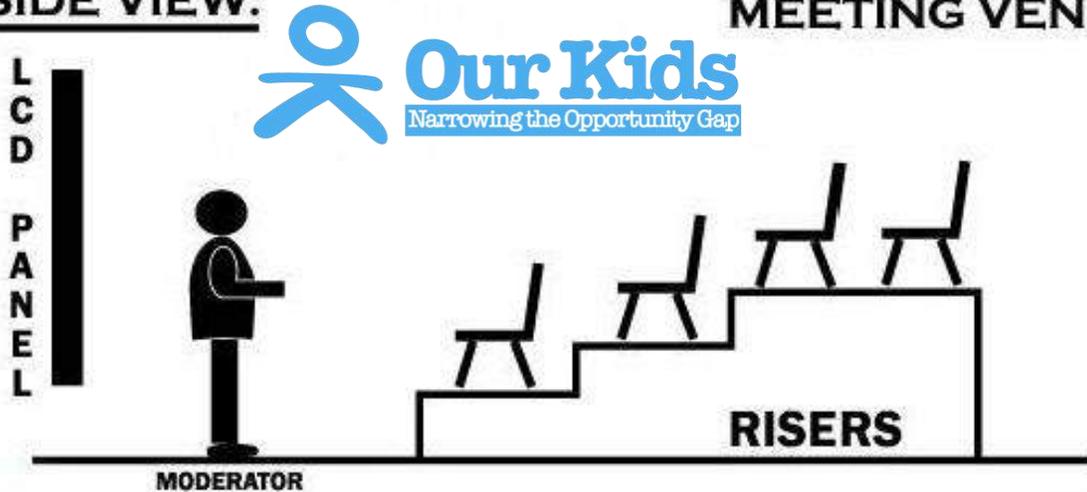


TOP VIEW:



**LAYOUT OF
TOWN HALL
MEETING VENUE**

SIDE VIEW:



Town Hall Meeting Starter Kit



**A 4-hour Public Television Series Offering
Grassroots Community SOLUTIONS**

Hosted by Harvard professor Dr. Robert Putnam
Produced by the Media Policy Center
Offered by NETA

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OUR KIDS, Narrowing the Opportunity Gap **Town Hall Meeting**

As the second phase in our efforts to empower communities across the country, we at MPC, producers of the 4-part PBS documentary series, *OUR KIDS: Narrowing the Opportunity Gap*, with host and narrator Dr. Robert Putnam, are creating a series of *OUR KIDS* Town Hall Meetings (OK/THMs) across the country.

The goals of these media forums are to enlighten, empower, and encourage activism and engagement among communities. These meetings will also help inform citizens about services, strategies and programs available in their communities related to education, mentoring, parenting, community, and on-ramps to success. In each Town Hall Meeting, a Moderator will guide the discussion among participants and encourage experts and educators to share their experiences from the field. All audience members will be encouraged to ask their questions, tell their stories, and give their responses to create a dialogue. We record live for 2-3 hours with 5 cameras, edit down to 60 or 90 minutes for a television audience, and then broadcast on local PBS stations. In addition, these town hall meetings will be supported by wider outreach activities to extend the reach and impact of the event.

As a result of the local/regional PBS broadcast of these meetings, educators, mentors, parents, coaches, community organizations, foundations, corporations, government agencies, elected officials, students, health experts, not-for-profits and individuals can demonstrate their commitment to narrowing the opportunity gap in their neighborhood. They will all be heard in an honest, non-partisan, emotional environment.

Underwriters of the OK/THMs will receive mention during the broadcast and in relevant printed materials. They will also have the opportunity to participate in marketing and promotional activities to reach their respective constituencies. Opportunities will also be available to underwriters and partners to customize aftermarket materials to meet their individual goals. Repeat broadcasts of *Our Kids*, in conjunction with the THMs, on-air and print promotion, will help to stimulate community participation and dialogue.

Join the dynamic discussion about equity and inequity among grassroots communities on a *local to national* journey towards greater education, enlightenment, and empowerment on public media platforms.

OUR KIDS Town Hall Meeting: TV SPEC SHEET

Cost: We estimate that to produce the televised portion of the *OUR KIDS* Town Hall Meeting, the out of pocket cost is roughly \$85,000. This includes fees for: the public television station/studio, use of venue, MPC editorial content and editing, expenses for experts to travel, outreach materials, online websites, host, incidentals, and as catalysts for the local coalitions. All participants---producers--- engage in the fund-raising necessary. The process takes about 3 months.

Outreach and publicity can be additional and will be determined once the initial funding has been obtained. Coalitions use the THM as a fulcrum to obtain additional longer range funding to keep the issues raised by the THM in front of their constituencies.

Venue: Capable of seating 125-150 people in a horseshoe pattern on a series of risers, facing a moderator, behind whom is a LCD TV display panel. Venue must have relatively high ceilings to allow for additional lighting and must have room around the horseshoe seating arrangement to allow for camera movement on dollies if applicable (100' by 100' or 75' by 75' by 18' high.) Venue must have sufficient electricity to power the television equipment. Venue has to be available the afternoon before the THM to set up the equipment. Also venues must have parking nearby.

Moderator: Ideally the moderator should be knowledgeable on the topic, known to the audience and capable of attracting an audience to the televised program. This person must also be able to aggressively moderate an unrehearsed interaction among knowledgeable people selected from local, regional, and national arenas.

“Expert Faculty”: Select up to 16 individuals to serve as the “expert faculty”, including students, for the THM. These people should come from a broad array of expertise and organizations involved with the opportunity gap, from local, regional, and national arenas. This group must also be ethnically diverse. Experts will be seated in the front row scattered among other participants. Each expert will be hard-wire miked. Each expert will be identified with a “lower-third card” for the broadcast version. If possible, experts will participate in breakout sessions after the recording of the THM. Experts will know of topics to be brought up in the forum in advance. Local producers will *recommend* to us the people they believe would serve well in this category; together with local organizers, we will make the final decision.

Other Participants: Local coalitions and organizations will be encouraged to alert teachers, students, school administrators, parents, universities and colleges, government officials and others to attend the meeting. A diverse group of audience members will be sought. (See Audience Profile) Microphones will be scattered around the audience for people to ask questions and make comments to the moderator and experts. All who speak will be identified.

Audience Profile

Attributes of an Audience Member: Individuals should be knowledgeable and experienced in their category and have an outgoing and assertive but “controlled” demeanor; able to articulate their position, while being receptive to, respectful, and tolerant of the viewpoint of others.

Audience Categories: Ten audience categories are proposed. The target audience size is roughly 125 individuals. (With the 16 expert faculty members, our total should approximate 140.):

1. School Administrators/Teachers/School Staff: Teachers, principals, superintendents, staff, and health officials.
2. Local School Board Members, PTAs
3. K-12 & Higher Ed Students
4. Parents & Community Members, Day Care Centers, Health Care Experts
5. Business Community: Advocates, mentors, coaches, and others active in the community, who offer internships, jobs, training, vocational opportunities.
6. Local Politicians: search for comprehensive diversity among African American, Latino, Asian, and Native American representatives.
7. Analysts: State-level policymakers and legislative advisors. Search for a Federal representative (Congressional).
8. Representatives from neighborhood schools & universities
9. Representatives from the homeless, foster homes, and juvenile detention groups
10. Media: Newspaper column, film, television, authors who focus on education, children, poverty, economic, homelessness, fostercare, detention, STEM issues as their subject area.

Recruiting the Audience: We recommend that the above audience profile be edited and adopted by the Coalition executive committee and then circulated to coalition membership with a call to recommend candidates to be invited to become audience members. Two individuals should be responsible for accepting audience recommendations and following up with invitations.

**(City Name) TOWN HALL MEETING
(Date)**

PANEL/AUDIENCE CONTACT INFORMATION

Date _____

This person recruited to be on PANEL _____ or
an AUDIENCE _____ member, for
_____ CATEGORY.

This person was contacted by _____

NAME _____

DEGREE/LICENSE _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

CELL _____ EMAIL _____

Please indicate any special arrangements and/or information that event planner needs to know.

PLEASE RETURN TO: Event Coordinator _____

Email _____

TV Content Specs/Equipment and Local PBS Station Involvement

Content will be principally motivated by a series of 10-17, 20-second video statements and questions presented to the audience successively on the LCD monitor. These videos will reflect different situations spanning our kids and the opportunity gaps they face in their communities. A woman will ask questions.

The “Point of View” of these videos is that of a **Parent or a Student or an “Official”** seeking answers. Answers to the questions will be sought from Experts and other Participants. All Participants and Experts will know the general categories in advance but will not know the specific questions posed by the Moderator. The goal will be to illuminate how **people can get the best advice, practice, or solution within the confines of what exists in the region.** Once the scenario is addressed fully, the Moderator will call for the next video clip to be displayed on the monitor.

Television Requirements: Set up five video cameras early the morning of the event or the night before, if not using a studio. One camera should be on a jib if possible; another should be hand-held and move unobtrusively throughout audience to capture shots of the participants. (Switch live but also rotate cameras through the ISO (isolated camera.) Arrange for a video monitor (48” or more) in the open end of horseshoe to display the pre-recorded video clips described above to audience.

We would record starting at 8:45 am and continue until 12pm with a 10-minute break. Next, edit this footage to 60-90-120 minutes for delivery to the local PBS station for airing locally or regionally, ideally in conjunction with a re-broadcast of *Growing Greener Schools*.

Specifics:

- One day, starting the evening before, and out by 4PM.
- five video cameras on dollies, one camera on a jib, one camera handheld
- tape stock
- 3 video recorders and one play back deck
- video switcher
- 3-4 microphones mounted to mic stands or wireless handheld microphones
- 17 wired lavalier microphones
- 2 wireless microphones for the Moderator
- 1 IFB earpiece for Moderator to listen to the producer
- sufficient crew & camera operators
- approx. 48” or larger monitor fed from playback machine
- 27” monitor for funders and sponsors to view taping in separate room
- Lights as appropriate for audience
- Director, TD, Audio record team of two, Playback/Record engineer

Local PBS Station Involvement

The local PBS station can:

- be paid to provide a mobile truck or studio facility and staff if their rates are competitive
- supply the Director who might be staff at the station
- help to select the Moderator and some of the Experts
- help to select the venue
- help to assemble other Participants from their outreach and membership sources
- help to design and disseminate outreach materials locally, using social media
- help make the broadcast available on the Internet
- publicize the involvement of the local and national underwriters
- be the liaison with other PBS stations through PBS Express and other communications
- produce follow-up programming that looks specifically at issues that are discussed during the *Town Hall Meetings*
- possibly provide video sequences to *PBS NEWSHOUR* or *Washington Week in Review* for inclusion in the national broadcast
- provide post-production facilities for creating the lower thirds and titles, if their rates are competitive
- broadcast the 60-90-120 minute edited THM program in conjunction with other events as outlined above
- sell station break time to underwriters willing to buy time on their air
- create on-air promotional clips for the broadcast of the THM and rebroadcasts of *OUR KIDS*
- use the *OUR KIDS* DVD and companion book as pledge specials during fundraisers to increase station revenue and viewer participation
- conduct local call-in programs with members of the coalitions answering phones
- conduct post-event evaluation of the impact it had within their community

Transcripts: The entire video recording can be transcribed and made available electronically for distribution by the underwriter(s) and by others, depending on funding.

DVDs/Links: A DVD and/or Link of the entire program, as broadcast, may be available for sale through the PBS station and other sources depending on funding.

Benefits to Underwriters and Sponsors: Underwriters will be credited in the program, the DVD, and other digital material created and distributed.

OUR KIDS TOWN HALL MEETING

An Individual's GUIDE TO GETTING STARTED IN YOUR CITY

Hello and Welcome, new THM Team Member,

And thank you for your interest. We have a lot of work to do in a short period of time--- several months. But it will be rewarding. A coming together in a trusted media environment. We seek to create a series of PBS forums across the country, which will encourage the exchange of ideas and solutions among a variety of people.

1. To get **organized**, find someone else to help you, to brainstorm, to implement, so that each of you encourage the other to persevere. Keep track of all your contacts. Establish a **Timeline** of anticipated activities and their respective deadlines.
2. Think of possible **funders** and coalition partners: foundations, financial service businesses, insurance companies, individuals, universities and colleges, unions, corporations, government agencies, associations, social workers --- groups who share our mission or who are part of the community's investment in our kids. **Without funding, nothing can happen.** We need about \$85,000 per venue, but it can and should come from many sources, not just one. Obtain names and contact information for key people. If you know anyone personally, it is better still. Establish categories, such as one or two major funders at \$20,000-\$25,000; three at \$5,000-\$10,000; and many at the \$1,000-\$2,500 level.
3. Identify a priority list of possible **venues**, referring to the TV Spec Sheet for basic requirements. Can they be "granted"---not cost us anything? Two or more months away, are any times better than others?
4. Think of who can participate on the **Expert** panel. Make a "recommended" list. Let us know before you invite people. We have to help decide. **Each chosen Expert will need to submit a short bio and picture electronically to us prior to the actual production.**
5. Think of who can be the **Moderator**. Make a list. Let us know. **We** will contact the person.
6. Provide us with **email contact** lists. Be prepared to work email as the way to get the information around to everyone efficiently.
7. If you have contacts at your local **PBS Stations** or state network, let us know. We will contact them because we know the language for their possible involvement in planning, production, distribution, and outreach.

8. Think of how we can bring an **audience of Participants** to the venue that will be vocal. Participants must be diverse and not armed with a particular axe to grind. **We are addressing your community's investment in our kids everywhere.**
9. Think of some outfit/**restaurant** that can provide food/pastries before the THM, and/or lunch afterward.
10. In your city/region, are there any better broadcast times that coincide with upcoming local/regional/national events?
11. **What do your coalitions want to do with the broadcast, prior to the broadcast, and after the broadcast?** Raise sufficient funds so that you can encourage repeated outreach community dialogue over months. Write an "Outreach Plan" that includes the participation of the PBS stations as part of your dissemination. Use the THM as your fulcrum.
12. What is your "**historical root**" for this THM? Reach into your recent past to discover some incident, some person or place, which has a lasting effect on the opportunity gap in your region and recommend it to us. We will incorporate visuals and audio into the opening of the broadcast program. It could be a geographical divide that separates poor from rich, or the placement of the high school.

TOWN HALL MEETING ACTION PLAN for the Steering Committee:

1. ORGANIZATION
2. FUNDING
3. VENUE
4. CONTENT AND PRIORITY OF ISSUES IN COMMUNITY
5. EXPERT PANEL
6. MODERATOR
7. COMMUNICATIONS CONTACTS AND COORDINATION OF FUNCTION
8. AUDIENCE
9. FOOD AND HOSPITALITY SERVICE
10. BROADCAST TIME(S)
11. LOCAL PBS STATION AND OUTREACH TEAM
12. AFTERMARKET USE
13. HISTORICAL ROOT

TOPICS FOR DISCUSSION IN TOWN HALL MEETINGS
(To be prioritized locally with your team)

1. What does the current economic geography look like?
2. What are the most visible sign posts of inequity?
3. What form does it take? Who has a story to tell?
4. Describe the landscape for education?
5. Does the gap problem extend from early childhood through college?
6. How does this community gather the information to try to create a solution to the gap it perceives?
7. What are the first steps, and the second ones?
8. Do the gaps extend to homelessness? To Foster Care? To Juvenile Detention?
9. What is the role of business in trying to identify the problem? To narrow the gap?
10. What role does "Health" play? Is it vital?
11. What agencies in your neighborhood play a role in identifying the opportunity gap?
12. What kinds of issues are raised with single-parent families?
13. Is it possible to get the community to offer two years of community college to all high school graduates?
14. What role does education play in one's life?
15. When does "Parenting" begin?
16. How can everyone work together to take a pledge to narrow the opportunity gap?
17. What role does early childhood education play throughout one's life?
18. What constitutes "Community" in your neighborhood?
19. What is the role of regional government?
20. What is the role of your state government?
21. What is the role of Federal government?
22. What is your Personal Responsibility?

Town Hall Meeting TV Producer/Event Coordinator responsibilities

TV PRODUCER

For shoot:

- Bring video clips with questions for playback to the audience
- Coordinate seating list (grid) with Executive Producer
- Bring historic root tape (if applicable)
- Mount general release form on foam core for audience and post
- Create posters for event with sponsor and funder logos.
- Print sheets with the expert's name and picture or seating arrangement
- Bring banners related to event to hang up around venue
- Coordinate lunch for crew

For host:

- Create 5x7 index cards with small photo of each expert and a short bio
- Have THM questions on separate 5x7 index cards
- Put expert's name near question to refer to that person.
- Bring *intro* and *outro* statements on cue cards with large print to hold near camera or use a teleprompter

EVENT COORDINATOR

Three weeks prior to shoot

- Create expert panel list (see page 8)
- Collect expert photos & one-paragraph bios through e-mail
- Obtain expert contact info including cell phone numbers
- Collect logos from the funders and sponsors electronically, request jpeg files
- Forward all above info to the TV PRODUCER
- Order breakfast for crew and expert panel/audience
- Make sure all experts sign appearance releases
- Seat experts 15 minutes prior to the audience and have mics put on them
- Advise experts to dress "business casual" and not to dress with fabrics, which have: small stripes, small checker patterns, busy patterns, flashy jewelry or hats.
- Assign 3 people with digital cameras to take "mug" shots of all participants with an 8x10 ID below their "mug".

TO DO LIST – for Town Hall Organizing Committee

Task	Due By
Send invitations out to panelists by email	6 weeks before
Request for digital pictures (jpg) and bios	6 weeks before
Begin requesting funder logos (eps files)	6 weeks before
Begin assembling complete list of coalitions	6 weeks before
Designate person to keep track of acceptances of invitations	6 weeks before
Begin selecting audience	6 weeks before
Write press release	6 weeks before
Start outreach process prior to, during, and after the airdate	6 weeks before

(Including: A guide to services; local "live" town hall meetings that can occur within the state organized by the coalitions to coincide with the broadcast; creating a menu for a DVD that will consist of the edited program, work pages from the Growing Greener Schools companion book and other website links and information represented by funders and coalition people.

Designate persons to take photos on the day of taping	6 weeks before
Designate person to coordinate breakfast for attendees/crew	6 weeks before

All panelists confirmed	1 week before
Create an excel document with name, title, person who submitted them, phone and cell numbers and email address	
Create agenda for shoot day	1 week before
Create seating chart for director/crew/editorial	1 week before
Distribute list of topics to Panelists	1 week before
Gather digital pictures and bio for each Panelist	1 week before
Fax in Audience Release forms to MPC	1 week before
Send agenda and directions to venue to Audience Members	1 week before
Create 8 x 11 sheets with audience member's name and title	1 week before
Create index cards with questions pasted in left corner for Moderator	1 wk before
Create index cards with panelist photo in left corner for Moderator	1 week before

Discuss wardrobe with Moderator (business casual, avoid small checkers, thin stripes, bold prints or shiny jewelry)	One Week before
Time the show and give each question a designated length of time	One Week before
Organize questions in order of importance	One Week before
Write historical root intro for moderator	One Week before
Write show open for moderator	One Week before
Write show close for moderator	One Week before
Write a series of 20 second THM promos	One Week before
Purchase tape stock (8 x 90 minute loads for each camera)	One Week before
Contact each crew member to confirm the shoot, give them the call time for the shoot day and tell them to wear black	One Week before
Secure banners from Media & Policy Center office	One Week before
Obtain a certificate of insurance if needed for location and/or production truck	One Week before
Confirm platform set-up with Dale Bell and designated riser company	One Week before
Confirm with Media & Policy Center video roll out of questions for tape operator	One Week before
Print out names of panelists to be taped on chairs	One Week

GENERIC “ASK LETTER” FROM THE MEDIA & POLICY CENTER
(Replace blanks and adapt letter for your own purposes)

Date

Ms. Smith
Community Relations Company
9415 Lake Drive
New York, NY

Dear _____,

_____ has given me your name. I contacted her/him after reading that very pertinent report/article, xxxxxxxxxxxxxx. We seek local underwriting support for a proposed PBS - Televised Town Hall Meeting in the (Your Home Town) region to empower and enlighten citizens on how to begin identifying opportunity gaps in their communities. The event is being organized by (), and by (). We believe it represents an opportunity for your company to proclaim its commitment to an investment in *OUR KIDS* and their futures in our society. Your employees, shareholders, customers and their families will be the future beneficiaries.

We are PBS independent producers, responsible for the financing and production of last April's *OUR KIDS*, the first PBS community-based outreach project in this country devoted to **the opportunity gap**.

We hope that Company can support the next wave of our activism on this subject: a series of *OUR KIDS Town Hall Meetings*, to be televised through local and statewide PBS stations, over the next 15 months in cities nationwide, all drawing attention to the widening opportunity gaps across the country.

Your company has always stood for integrity--in marketing, in pricing, in workplace environment. Our PBS audience is also your mean demographic: average age of 52, large families. Your company commands respect, serves a diverse population in the millions, and can position itself squarely in the center of this national conversation.

Initially, your company might want to seize an opportunity to become a partial underwriter of our *OUR KIDS Town Hall Meeting* in the (Your Home Town region) sometime in the next year. The program would be televised throughout () state on PBS stations. To become a corporate underwriter, we request that Company contribute (\$25,000) towards the goal of \$85,000 for the (Your Home Town) Town Hall Meeting.

A challenge grant would encourage others to join the funding coalition. Later, (Company) might also want to help support, at a \$10-\$20,000 level, selected town hall meetings staged in other markets beneficial to (Company.) As we have already demonstrated with our prior town hall meetings, we expect to reach an audience of millions of concerned and active citizens aged 40-75, who trust what they see on PBS. This audience represents a target market for Your Company's products and services.

Benefits to (Company) in the (Your Home Town) Town Hall Meeting (and/or others):

- Depending upon the size of the grant, (Company) could be in the lead position at the front and back of the program, commanding one fourth of the each of the two one-minute underwriting “funder pods” for its mission statement;
- Company could have its name on all printed publications, DVDs released about the project locally/regionally. Company could have “live” naming rights, with others, to the Town Hall Meeting, but on PBS, it would be called the “**OUR KIDS Town Hall Meeting Road Show**”;
- Company would have customization rights to the intellectual capital generated by the Your Home Town Town Hall Meeting;
- Company could disseminate product information at the event to all attendees;
- Company could communicate to all of its constituencies---employees, customers, stockholders, and agencies---that its involvement described part of *the soul of the company*;
- Company could propose other sorts of marketing and/or customization that we could probably implement, since we own copyright on everything.

After the success of **OUR KIDS** in April 2019, we were asked by many, ‘What next??’ How do we keep grassroots community coalitions rekindled and actively engaged with the citizenry through the best idea stream known---PBS? We devised a series of **OUR KIDS Town Hall Meetings**, a "road show" in the great tradition of the PBS *Antiques Road Show* that would enable communities to percolate the issues that were important to them through local and regional PBS airings.

Thank you for your consideration. I will be in (Your Home Town) soon to address potential funders and help organize. I would welcome the opportunity to meet with you to discuss this opportunity further. **Meanwhile, please review our journey to date at our web site: www.ourkidsseries.org.** We look forward to our next steps.

Sincerely,



Yes! We want to support the Town Hall Meeting on **OUR KIDS!**

Donor Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Ph. Wk _____ Cell _____ Home _____

Email: _____

Please note whether this is an individual, family, business or a foundation gift:

Company/Agency Representative Name, if other than above:

Please indicate your gift amount:

Contributor (less than \$5,000) _____

Silver Sponsor (\$5,000 - \$9,999) _____

Gold Sponsor (\$10,000 – \$14,999) _____

Platinum Sponsor (\$15,000 - \$24,999) _____

Benefactor (\$25,000 or more) _____

Many Contributors – gifts of any size are welcome _____

___ Check. Please make checks payable to: _____

___ VISA ___ MC Card # _____ Exp. Date _____

Name on Card (please print) _____

Signature _____

___ My employer will match my gift. I've enclosed my form.

___ I will donate online at ___ (fill in name organization) _____

___ Please do not list my/our name(s) in any printed materials.

SAMPLE OF FUNDERS FOR A TOWN HALL MEETING

Organization	CONTACT	Amount
XYZ Foundation		\$35,000.00
XYZ Family Trust Fund		\$15,000.00
Greater XXX City Foundation		\$5,000.00
BUSINESS		\$5,000.00
HOSPITAL		\$5,000.00
University Health Sciences		\$5,000.00
ABC Health Center Foundation		\$5,000.00
PR AGENCY		\$5,000.00
Joan and Bert JONES		\$2,500.00
ABC Law Group		\$2,500.00
H&R Block Foundation		\$2,500.00
XYZ Foundation		\$2,000.00
SPORTING GOODS Charitable Foundation		\$2,000.00
JoAnn DOE		\$2,000.00
Richard Q. DOE		\$2,000.00
XYZ CHILDREN'S Foundation		\$1,500.00
LOCAL YMCA , YWCA,		\$1,000.00
LOCAL BOYS & GIRLS CLUBS		\$1,000.00
POLICE ATHLETIC LEAGUES		\$1,000.00
CLOTHING STORE		\$1,000.00
LOCAL THEATER GROUP		\$1,000.00
NEWSPAPER		\$1,000.00
VOCATIONAL TRAINING GROUP		\$1,000.00
HOME DEPOT		\$1,500.00
BOOK STORE		\$500.00
RONALD MC DONALD		\$250.00
XYZ COMMUNITY COLLEGE		\$500.00
LOCAL AIRPORT		\$1,000.00



**LETTER OF AGREEMENT BETWEEN the PBS station or the LEAD Coalition and
MPC
FOR PRODUCTION OF THM**

(Similar Letter Will be Exchanged With Each Venue)

Mr. Dale Bell, & Mr. Harry Wiland, Co-CEOs
Media & Policy Center Foundation
2932 Wilshire Blvd. Suite 203
Santa Monica, CA 90403

Dear Dale and Harry:

This letter will outline our understanding of the tasks, obligations, and responsibilities of Media & Policy Center (MPC) and (ENTITY) in the production and distribution of the ***OUR KIDS, OPPORTUNITY GAP Town Hall Meeting*** project.

MPC and XXX will work together to assure that this project enlightens and motivates the public, encourages empowerment, and focuses on consumer access to health care in the region.

- I. MPC will provide all production service required in connection with the project for a production budget of \$35,500. In addition, we allocate up to \$5,000 for travel for a faculty. MPC will periodically submit to XXX its invoices related to specific line items.
- II. MBC has reached a good faith understanding with KXXX to provide below the line production personnel, technical equipment, and moderator XXXX. XXX will pay KXXX a fee agreed upon by XXX from funds raised. XXX will submit proposed experts and moderators to MPC for their approval.
- III. XXX and MPC will work jointly to encourage local and regional funders to make grants for use in the Town Hall Meeting Project. All grants will be made either to MPC or to a local entity, which will act as Fiscal Agent for the Project. All Funds will be held in a separate account for exclusive use by the Project. Once the project is complete and all costs related to the project have been paid, all money remaining will revert to XXX.
- IV. XXX and MPC are mutually interested in providing visual and editorial continuity from the original **OUR KIDS** broadcast. Both parties will work with a local PR agency to ensure that the original concept is maintained and enhanced.
- V. MPC will deliver a final edited version of the 2.0 hour videotaped session within two weeks after receiving it from the production site. XXX will make comments in writing and submit them as quickly as possible to MPC. The final program will be copyrighted in the name of MPC. MPC will retain all rights to create ancillary broadcast materials and extract clips. MPC will prepare on-air promotional material for use prior to the broadcast. XXX and its XXX Partners will have full



and open access to the edited program for clip use and rebroadcast. Any clips will be made available at MPC’s cost. XXX has the right to simulcast the edited program on radio and/or the Internet.

- VI. XXX, KXXX and MPC will attempt to produce this event for television before the end of _____. KXXX will try to rebroadcast the original **OUR KIDS** at a time that enhances the broadcast of the Town Hall Meeting project. XXX will encourage KXXX to schedule the broadcast of the Town Hall Meeting no later than two months after the production date to assure relevancy.
- VII. XXX understands that if a major funder is found before or after the Town Hall Meeting project, XXX will share in the funding and receive similar funding to other urban setting projects. Further, if the major funder is identified through XXX’s efforts, XXX will receive a finder’s fee of 5% of the funding after it is secured and paid to MPC or its designee.
- VIII. Because XXX and MPC have jointly conceived and implemented this town hall meeting, the final credits on the television program and all other published products will state: “A Media & Policy Center Production in association with XXX”. XXX will be allowed an appropriate number of names and titles to be credited, size and placement to be determined by MPC in the end credits. KXXX will also be included in the end credits and on all published ancillary materials.

Trust between XXX and MPC will ensure an open flow of communications on all activities relating to the Project. XXX and MPC must consider that one element of the Project’s success will be measured by how few funds are expended and how no extraordinary expenses are incurred.

If this Letter of Understanding is agreeable to you, please sign below and return a copy to us.

Very Truly,

Chief Operations Officer
XXXXXX

AGREED AND ACCEPTED:

Dale Bell, Partner

Harry Wiland, Partner

EXPERT PANEL SAMPLE “INVITE” LETTER

June 27, 20XX

The Honorable XXXX United States Senator
911 Main Street, Suite 2224
XXXX City XX 12345

Dear Senator XXXX:

As members of the XXXX, we invite you to participate as an expert panelist in the first national *OUR KIDS Town Hall Meeting*, XXXXX. The purpose of the meeting, the first in a series that will crisscross the country, is to heighten public awareness of the INEQUITY crisis in America and to facilitate future public policy debate on the issue.

Your presence on the panel of experts is most important to the success of this project. We are inviting about a dozen local and national leaders to help us discuss how we can honor, resource, and support those among us who give care to our frail elderly. The event will be videotaped and edited to produce a XXX-minute documentary that KXXX and other PBS affiliates in our region will air in late September 2XXX.

The town hall meeting series is a response to the outpouring of public concern that followed the airing of the four-hour PBS documentary series, *OUR KIDS* .

Representatives from more than two-dozen organizations in the Greater XXXX Area met with Dale Bell, one of the producers of *OUR KIDS*, to discuss the town hall concept; and formed the XXXX City OPPORTUNITY GAP Partnership as a result of this meeting.

We were so energized by the dialogue that we agreed to form an active network of organizations that would work individually and collectively:

- to improve the identification of Opportunity Gaps in the greater XXXX City area, and
- participate in the *OUR KIDS Town Hall Meeting Project*.

The XXXX City Partnership now includes participants from more than fifty organizations. We are both pleased and honored that our organization has been able to collaborate with the MPC to host the first town hall meeting in the national series.

The town hall meeting will be held XXX at KXXX in downtown XXX City, , and will last about four hours. You will need, however, to block out the entire day. An audience of approximately 100 people committed to identifying OUR KIDS SOLUTIONS will be invited to attend the meeting, and another fifty, including all members of the XXX City Partnership, will watch the meeting on closed circuit TV.



2932 Wilshire Blvd #203, Santa Monica, CA 90403

(310)828-2966

Today one in five young people lives at or near poverty, and is being denied access to pursuing the American Dream. Now is the time to begin a national dialogue that will shape public policy. Please join us in this endeavor. A member of the coalition will call you in the next few days to answer any questions you may have and to facilitate your positive response.

Cordially,

Volunteer, Chair

President and CEO,

Town Hall Meeting Individual Event
 Summary of Sponsorship Benefits Opportunities
 “SUGGESTED”

Category	Entitlement	Contribution
Event Benefactor	(1) Premium large font name, logo identity and media credits associated with applicable Town Hall Meeting Event – all marketing materials and program brochures; (2) high-visibility banner recognition at event; (3) guidance and decision-making role in event planning and outreach; (4) designate expert panel faculty member in respective discipline; (5) no-charge exhibitor table at the event.	\$25,000 or greater
Event Platinum Sponsor	(1) Secondary size font name, logo identity and media credits associated with applicable Town Hall Meeting Event – all marketing materials and program brochures; (2) banner recognition at event; (3) participate in event planning, no decision-making; (4) recommend, but not designate expert panel faculty member in respective discipline.	\$15,000 - \$24,999
Event Gold Sponsor	(1) Tertiary size font name and logo identity associated with the applicable Town Hall Meeting Event – all marketing materials and program brochures; (2) participate in event planning	\$10,000 - \$14,999
Event Silver Sponsor	(1) Quaternary size font name and logo identity associated with applicable Town Hall Meeting Event—all marketing materials, program brochures.	\$5,000 - \$9,999
Event Contributor	(1) Name and logo identity at Town Hall Meeting Event (placard, etc.)	Less than \$5,000

**PBS Promotional Benefits for the
OUR KIDS
Town Hall Meeting and Broadcast**

Any underwriter of a local program on local or statewide public television stations is entitled to the following benefits. The underwriter giving the most funds by the time of broadcast receives top billing, according to PBS guidelines.

Benefits and opportunities include:

1. Position in the opening and closing "funder pods." Position and length of time allocated according to size of grant. Logo and Mission Statement allowed.
2. Mention in all press releases associated with the project.
3. Logo on all outreach materials that are published and disseminated, in print or electronically. Some outreach materials, like DVDs, will cost extra.
4. Representatives of the company, foundation or non-profit can help to design, print and disseminate outreach. If the PBS station schedules follow-up programs, and/or call-in program, representatives of the underwriter(s) can assist in manning the phones.
5. Company(s) or foundations can put up signage at the live event. On air, however, the event will be referred to as *the OUR KIDS Town Hall Meeting*.
6. A lead underwriter, or a coalition, can host a reception, possibly at the PBS station. This would require additional funding.
7. All underwriters can take out advertising or create other promotional activities describing their involvement in the project; they can send out material to their respective constituencies.

SINGLE VENUE BUDGET:

Criteria for this financial projection:

- The venue is granted
- The PBS station will be able to do the publicity, promotion and outreach without another grant
- Additional activities on the day of television are covered with other funding
- MEDIA POLICY CENTER (MPC) supplies Main Title, Music, 15 +/- edited videos (20 seconds each) from *OUR KIDS* to be used as "scenarios", and credits including graphics for paperback book, DVD, and website information

Town Hall Meeting SAMPLE Single-Venue Budget Allocation

EXPENDITURE ITEM	LOSE or REDUCE?	UNITS	RATE	SUBTOTAL
Personnel:				
Executive Producers		16	1,000	\$16,000
Producer		2	1,000	\$2,000
Assoc Prod		1	800	\$800
Asst Prod		2	600	\$1,200
Consultants	XXX	2	500	\$1,000
Prod Accountant		1	1,300	\$1,300
Benefits @ 23%		.23	\$21,300	\$4,899
				\$27,199
Production:				
Director	XXX	3	1000	\$3,000
Cameraman	XXX	8	600	\$4,800
Sound	XXX	3	1000	\$3,000
Prod. Asst.	XXX	6	200	\$1,200
Camera Gear Rental	XXX	1.5	15,000	\$22,500
Sound Gear Rental	XXX	1	5,000	\$5,000
Videotape	XXX	12	200	\$2,400
Technical Personnel	XXX	15	300	\$4,500
Hotel	XXX	20	100	\$2,000
Per Diem	XXX	50	60	\$3,000
Airfare	XXX	6	400	\$2,400
Vehicle Rental	XXX	5	100	\$500
Gas & Misc	XXX	5	100	\$500
				\$54,800
Post Production:				
Producer/Editor		2	2,000	\$4,000
Edit Room Rent		2	500	\$1,000
Edit Supplies		1	500	\$500
Graphics/CGI		1	1,000	\$1,000
Music		1	500	\$500
Titles		1	500	\$500
Narration Record		1	250	\$250
Host		1	2,500	\$2,500
Historical Root		1	1,000	\$1,000
				\$11,250
Office:				
Rent	XXX	4	600	\$2,400
Supplies		2	100	\$200
Phone		1	500	\$500
Shipping		1	500	\$500
Accounting		1	1,000	\$1,000
Legal		1	500	\$500
Insurance		1	1,000	\$1,000
Outreach		1	25,000	\$25,000
Publicity		1	5,000	\$5,000
Printing		1	3,000	\$3,000
				\$39,100
Total for the Production				\$132,349
M				\$47,249
PBS Station/Mobile				\$49,900
Coalitions				\$35,200

**TOWN HALL MEETING
APPEARANCE RELEASE**

DATE _____

LOCATION _____

Dear Sir or Madam:

I am an attendee at one or more proceedings of the above-referenced event (the “OUR KIDS TOWN HALL MEETING Program”).

I understand that all or portions of the Program may be recorded via (analog or digital) audiotape, videotape, film or other means for one or more purposes, including without limitation archival and educational reference and uses, as well as commercial distribution via broadcast, cable, satellite and/or closed circuit television, home video devices, the internet, or other means of exhibition.

In consideration for your possibly including me on camera in your filmed and/or videotaped production embodying the Program or portions thereof (which you are under no obligation to do), I hereby grant you, your successors, assigns and licensees, permission to photograph me, record my voice, reproduce and/or simulate my voice and picture, and use and/or simulate my name, picture and voice in and in connection with the Program, and in and in connection with the distribution, exhibition, televising, advertising and exploitation thereof, in any manner whatsoever, at any time in any part of the world. This grant is irrevocable, so that you may proceed in reliance thereon.

NAME (print) _____

NAME (sign) _____

TITLE/COMPANY _____

ADDRESS: _____

CITY: _____ STATE: _____

PHONE: _____

EMAIL: _____

**OUR KIDS
TOWN HALL MEETING**

NOTICE

PLEASE READ BEFORE ENTERING

THE EVENT BEING HELD IN THIS [ROOM/FACILITY] IS BEING RECORDED BY WILAND-BELL PRODUCTIONS LLC FOR ARCHIVAL PURPOSES AS WELL AS POSSIBLE EXHIBITION VIA ONE OR MORE FORMS OF TELEVISION, DVD, INTERNET OR OTHER MEDIA.

YOUR ENTRY TO THIS EVENT WILL CONSTITUTE YOUR UNRESTRICTED PERMISSION FOR US TO FILM/RECORD YOUR IMAGE AND VOICE IN CONNECTION WITH THIS EVENT – WHETHER AS A PARTICIPANT OR BYSTANDER – FOR THESE AND ALL OTHER POSSIBLE USES, IN ALL MEDIA, MARKETS AND TERRITORIES, IN PERPETUITY.

IF YOU DO NOT WISH TO GRANT SUCH PERMISSION, PLEASE DO NOT ENTER THE EVENT.