

*How you can be a part of the
national PBS broadcast!*

Affluenza

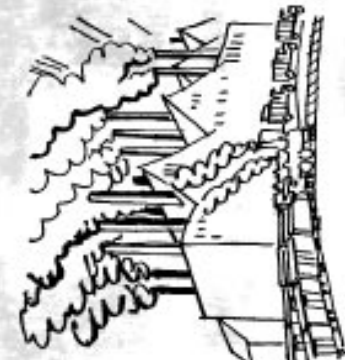
Outreach Guide

Monday, September 15, 1997
9pm (8pm central) on PBS

(check with your local PBS station for exact date & time)

With your host...

Scott Simon!





Affluenza

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The national broadcast of *Affluenza* provides an unprecedented opportunity to encourage millions of Americans to look at how the epidemic of overconsumption is negatively affecting our lives, communities and the environment – and how we can take the first steps towards sustainable living. Preview audiences across the political spectrum have been very enthusiastic about *Affluenza*. And PBS, knowing it will have wide viewer appeal, has given it a coveted spot in its prime-time schedule. All we need now is for concerned people like you to let others know about the broadcast. With your assistance we can ensure the program reaches the largest possible viewing audience and has the maximum impact.

Here are the ways you can help publicize *Affluenza* and use the program in your community. Please do as much as you can!

Contact your PBS station. . .

Your local station can be a valuable resource and an ally in local publicity and outreach efforts.

- **Confirm with your local PBS station if and when it will broadcast *Affluenza*.** The program is on the national PBS schedule as a “hard feed” to local stations. Encourage them to air it if they are not yet planning to. Please let us know your station’s broadcast plans by using the enclosed Response Form.
- **Ask the station to work with you to hold a special preview event,** where local groups are invited to view the film 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 (environmental, religious, consumer, etc.). At the preview event, encourage groups to promote the program to their members and plan viewing parties or other events. Hand out copies of press releases and reproduce the enclosed camera-ready flyer.
- **Call the station’s program guide editor and ask him/her to feature *Affluenza* in the guide or Web site.** Tell them they can get a sample article about *Affluenza* from PBS Express. Also ask them to consider doing a profile of a local individual or group that is fighting *Affluenza*, and give examples.
- **Consider buying underwriting time on your local NPR station.** On many NPR 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 *Affluenza*, including the exact broadcast times. Contact your local station for guidelines and rates.

Thank you!

Publicize the broadcast. . .

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

- **Announce the broadcast and *Affluenza* Web site in your group's newsletter or mailings.** Use the press release or sample announcement enclosed in this packet to write an article, or reproduce the sample flyer as an insert. Include the details on your local station and broadcast time, and any events you may have planned around the broadcast. In your mailings, encourage your members to reproduce the flyer and hand it out to their friends or post it at work.
- **Publicize the program in your community.** Customize and reproduce the enclosed camera-ready flyer. Make a list of local groups that you feel would be interested in the film. (For instance, religious groups will find the program raises central issues of values and family.) Encourage them to hand out flyers at their meetings or include an announcement in their local publications. Post copies of the flyer on bulletin boards (at libraries, work, day care centers, etc.) – or even hand them out outside a local shopping mall!
- **Use the Internet** (e-mail, Web sites, listservs, user groups, etc.) to publicize the broadcast and any activities 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 news groups or listservs 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 the broadcast is probably best (unless you are inviting people to a viewing party). Ask recipients to forward the message on to everyone they know who 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 *Affluenza* Web site at PBS Online after August 15 (www.pbs.org/affluenza).

Sample E-mail Announcement

"Hi! I wanted to make sure you tuned into the upcoming national prime-time broadcast on PBS of a new program with great relevance to us all. Titled *Affluenza*, this provocative but entertaining program is the first to look at the epidemic of commercialism and materialism that's affecting our lives, communities and the environment. It also presents some ideas for how we can treat the problem and live more satisfying and sustainable lives. *Affluenza* airs on Monday, September 15 at 9pm (8pm central) on most PBS stations (check local listings).

I'm inviting people over for a viewing party to talk about the program and what we can each do. We'll get together at *(time)* at my place at *(address)*. Please come join me, or plan your own party.

You can visit the *Affluenza* Web site (after August 15) at PBS Online (www.pbs.org/affluenza) to learn more about the program, get a viewer's guide, provide feedback on the film and find related Internet sites.

PLEASE SPREAD THE WORD BY SENDING THIS MESSAGE TO EVERYONE YOU KNOW. AND DON'T FORGET TO WATCH!"

- **Provide names of local TV reviewers or feature story ideas to our national publicist.** We have hired an experienced national publicist for the broadcast, **Mary Lugo**. Please feed her any press ideas or contact names. She would be happy to contact any print, talk-radio or television journalist in your city who you know is interested in the subject of *Affluenza*. Don't forget your local NPR station (Scott Simon is the show's host). Mary Lugo can be reached via e-mail at: fenfam@negia.net or by phone at **770/623-8190**.

Use the program to motivate. . .

Help people take the first steps to cure *Affluenza*.

- **Throw a viewing party and encourage others to do the same.** A viewing party in your home or other setting allows people to discuss the program, *Affluenza's* impact on their lives, and what each person can do. Make the parties simple but fun. Have a potluck or dessert party. Be sure to get the viewer's guide, which includes sample discussion points and lists of resources and groups. (See "To Order Materials" below.)
- **Host a community viewing event.** Use a local church 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 *Affluenza* to show at another time (see below).
- **Purchase video copies of *Affluenza*** for ongoing education and outreach, or for sharing with friends, family and neighbors. Copies are available for educational, grassroots and home use from **Bullfrog Films** in Pennsylvania at **1-800-543-FROG**, or contact them by e-mail at: **bullfrog@igc.org**. Purchase of the program will ensure you have the proper rights to use it in the settings you wish, and will help provide the funds needed to produce follow-up programs now in the works.

Important!

Please report your activities to us.

Please fax or mail us the enclosed **Response Form**, or use the form on the ***Affluenza* Web site (www.pbs.org/affluenza)** to let us know about local publicity and outreach efforts around the broadcast, and to provide us feedback.

To order materials. . .

Viewer's guides, teacher's guides and copies of the Outreach materials in this packet are available for your use. You can download copies from our Web site on PBS Online (www.pbs.org/affluenza) after August 15: Or fax, e-mail or U.S. mail the enclosed **Response & Order Form** to:

Chris DeBoer, *Affluenza* Public Health Director

KCTS Television

401 Mercer Street

Seattle, WA 98109

e-mail: deboc@kcts.org, tel: 206/443-4817, fax: 206/443-6691

Affluenza Web site: www.pbs.org/affluenza (after August 15)

*Coming in 1998 on PBS by the *Affluenza* production team:*

Living Better on Less

A follow-up special for Americans who want to enjoy their lives more
by making them simpler.

*Please reproduce this Outreach Guide and help publicize *Affluenza*!*

Affluenza is a production of KCTS/Seattle and Oregon Public Broadcasting and is made possible by a grant from The Pew Charitable Trusts.

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