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# Leadership Training Seminar Videoconference

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**April 18, 2000**  
**12:00 — 1:30 PM EST**

Thirteen/WNET will present a 90-minute training seminar via satellite downlink on April 18, 2000. The live call-in program will connect people across the country who want to deepen the dialogue on end-of-life issues and learn about creative ways to effect change in the community. The videoconference will telescope the national picture of end-of-life issues to the local level and provide a context for addressing concerns on the home front. The seminar is for health-care professionals, members of community-based groups, religious groups, and national organizations engaged in the movement to improve end-of-life care. It will build on prior outreach efforts initiated at the Leadership Training Conference in September 1999 by presenting basic principals of community-coalition building and assessment and focusing on the "Taking Action" component of the outreach. While not broadcast, the downlink can be seen by an audience at each host site.

The goals of the training are to expand the participants' knowledge of end-of-life issues and inspire them to become involved in local efforts that address the needs of the dying and their families. Models of

community action and strategies for utilizing resource materials will be presented. Hosted by a skilled moderator and supported by a leading panel of experts, the program will explore ways to assess services and resources on a local level and profile community coalition groups who are mobilizing the public around the care of the dying.

The videoconference provides an opportunity to strengthen and broaden the coalition-building process. The timing of the videoconference, six months in advance of the series broadcast, prepares participants to move forward in developing their local action plan. Videoconference site managers will assemble an audience of key community leaders representing diverse constituencies to participate in the program and in an outreach planning session. After the program, participants will break into groups to discuss local outreach in their communities, share ideas, and strategize on next steps. All participants will leave the session with a clear idea of how to roll out or to expand on the outreach efforts in their community, institution, or small group.



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## Steps for Hosting a Videoconference Site

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The Leadership Training Seminar on April 18, 2000, is a great opportunity to create interest in this outreach in the broader community. The steering committee can use this event to recruit new members to a larger community coalition that will plan and implement the outreach. The follow-up discussion can be used as a forum to present the results of the Community Assessment and to strategize on next steps. Prior to the event, read through this Leadership Guide, particularly the “Planning Ahead” section, to help you learn more about coalition-building around end-of-life issues.

The first step is to determine if your station or organization has the technical capability to downlink the videoconference. The 90-minute program and a preceding 30-minute test period will be transmitted on both a PBS digital transponder and a major analogue satellite transponder (TBD) for non-PBS organizations to downlink the signal. Transmitting on both broadcast signals ensures the widest possible distribution of the program. If you are uncertain whether your facility has the appropriate satellite capabilities to downlink the program feed, check with the staff person responsible for technical support in your organization. The program will be one-way video and two-way audio, allowing viewers to call in questions over regular phone lines, so your event space should have a phone hook-up. Exact satellite coordinates will be sent to each site along with your Videoconference Participants packets at least a week prior to the actual event.

The next step is for the steering committee to decide whom to invite to the event. Some choices are obvious—representatives from the local hospice, health-care and social service providers, and members of the clergy. Others may not seem so obvious to you—civic and business organizations, adult educators, senior

citizens’ agencies, veterans’ organizations, Y’s and other family-oriented community-based groups. Consult the Outreach Associates list of this Guide for other groups already working on the issue in your region.

Refer to the “Tools” section for a sample letter of invitation to the event that can be adapted for your use.

Each site’s steering committee will set a goal for the number of participants at the Videoconference event. Public television stations receiving Community Awards should host a minimum of fifty participants. Every site will want to make sure that all the key players and the important stakeholders of their community are represented. The audience should reflect the diversity of your community and a range of different perspectives. Make certain that the day of the event you capture all names and addresses of participants for reporting and follow-up later.

An essential element of the event is the discussion following the Videoconference. This is a time to get everyone talking about how issues portrayed in the Videoconference are played out locally in your community and to think about specific areas your coalition wants to address. See the “Building Coalitions to Effect Change” and “Assessing Community Needs and Capabilities: A Community Survey” sections to help guide the discussion on current resources and areas of need in your community. Also, the Discussion Guide will have guidelines for facilitating discussion and creating dialogue on end-of-life issues, so please refer to it for specific ideas. It is essential that you talk with participants about next steps and where your community coalition will go from here. There is plenty of time between the Videoconference event and broadcast of the series to plan a coordinated, community-based approach to this outreach.



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# Community Awards for Public Television Stations

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In order to stimulate the development of effective community-based outreach for ON OUR OWN TERMS, a pool of \$100,000 has been set aside for local projects. This funding will be awarded to public television stations to assure that the financial resources are available at the local level for audience development and community action.

ON OUR OWN TERMS will be a national broadcast event that demonstrates the power of public television outreach to stimulate public dialogue and community action on issues of real concern to our viewers. This is an opportunity for public television stations to collaborate with the key people in their communities who have the ability to make an impact on the care of the dying and to take the lead in assessing community priorities. The local outreach activities that stations and their coalition partners create will be the cornerstone of the national effort.

Awards of up to \$2,000 each will be granted to public television stations on a competitive basis. Award recipients will be determined by our outreach advisors, the production team, funders, and the ON OUR OWN TERMS outreach agencies. The emphasis will be on coalition building and community collaboration around end-of-life issues. An evaluation process of the project will also be required. A Request for Proposals is on the following page.

Goals of the community awards are:

- To provide seed money for local outreach activities
- To engage public television stations as conveners in their communities on end-of-life issues

Requirements:

- The station must host an audience that will participate in the April 18, 2000, videoconference and a follow-up discussion/planning session to strategize about local outreach for ON OUR OWN TERMS.
- The station must work with a community-based coalition to design outreach activities that address local concerns around the end of life.
- Station site managers must provide Thirteen/WNET with an assessment of the project based on the stated goals (more information to follow).

Stations may pursue local fundraising for the broadcast and outreach, with the following exceptions who may not be funders:

- Any companies in direct competition with Mutual of America, including Nationwide, Equitable, Valic, Lincoln National, Hartford, TIAA Cref, Aetna, and Met Life
- Pharmaceutical companies



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# ON OUR OWN TERMS

## Request for Proposal

### Community Awards

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Name \_\_\_\_\_

Title \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

1. Project Goal \_\_\_\_\_

\_\_\_\_\_

2. Coalition Partners (must include a minimum of three groups) \_\_\_\_\_

\_\_\_\_\_

3. Plan of Action \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. Budget \_\_\_\_\_

*(Attach additional page if necessary)*

**Grant Awards are up to \$2,000.00 each.**

The coalition is considering the following Action Ideas as part of our outreach plans (check all that apply):

- |  |   |
|--|---|
| <input type="checkbox"/> Screening Event at Community or State Level | <input type="checkbox"/> Workplace Outreach                               |
| <input type="checkbox"/> Town Meeting                                | <input type="checkbox"/> Palliative-care Hotline for Physicians           |
| <input type="checkbox"/> Community Action Campaign                   | <input type="checkbox"/> Supporting Bereavement Services in the Community |
| <input type="checkbox"/> Small Group Discussions                     | <input type="checkbox"/> Healthcare Providers Training                    |
| <input type="checkbox"/> Working with Faith Communities              | <input type="checkbox"/> Taking a Spiritual History                       |
|  | <input type="checkbox"/> Local Resource Directory                         |

**SIGNATURES:**

\_\_\_\_\_  
Station General Manager

\_\_\_\_\_  
Outreach Coordinator

\_\_\_\_\_  
Coalition Partner (may attach additional signatures  
or letters of support)

**Please attach budget to application.**

Send to: Mari Cossaboom  
Thirteen/WNET  
450 West 33rd Street  
NY, NY 10001  
Fax: 212-560-6948  
By November 12, 1999

Awardees will be notified via mail by  
December 17, 1999.

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## Keeping in Touch

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There are several ways for individuals and groups participating in this outreach to connect and learn from each other's experiences.

### **The National Outreach Coordinators**

The national outreach coordinators can provide technical assistance, guidance in the coalition-building and outreach-planning process, information on end-of-life resources, links to other groups, and facts about the various elements of this project. See the "Contacts" section of this guide for detailed information.

### **Web Site**

The "Outreach" section of the ON OUR OWN TERMS Web site will provide opportunities for groups and individuals to share information about their activities and ask for guidance from others involved in this effort. It will also provide tools for implementing the outreach. For more details of the Web site, please see the description on the following page.

### **Electronic Newsletter**

A newsletter and online network have been created to track the progress of the national outreach for ON OUR OWN TERMS and to communicate new developments rapidly to everyone involved. Anyone concerned about end-of-life issues or involved in outreach activities for ON OUR OWN TERMS through public television stations or national or local organizations are encouraged to sign up to receive the newsletter via e-mail or fax.

In keeping with the style of Internet e-mail, the newsletter is short and breezy rather than long, dense, and difficult to read electronically. The newsletter will include marketing materials, information on model programs, tools and resources, checklists, practical suggestions for outreach, personal stories, background information, and updates on the progress of local coalitions. Local coalitions will submit news about their activities and what they are learning through the process of outreach on end-of-life issues.

To subscribe, send e-mail to:  
[moyersoutreach@bballard.com](mailto:moyersoutreach@bballard.com)

The newsletter can also be found online at:  
[www.thirteen.org/onourown/terms](http://www.thirteen.org/onourown/terms) or  
[www.pbs.org/onourown/terms](http://www.pbs.org/onourown/terms)

The newsletter may also be obtained by fax.

To sign up, fax your name, address, and phone and fax number to:  
Moyers Outreach at 703-827-0783.



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# ON OUR OWN TERMS

## Online

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### WNETSTATION'S WEB COMPANION PIECE

[www.thirteen.org/onourown/terms](http://www.thirteen.org/onourown/terms)

[www.pbs.org/onourown/terms](http://www.pbs.org/onourown/terms)

wNetStation, WNET's award-winning Web site, will produce a Web companion to the television series. The site will reside on both wNetStation ([www.thirteen.org](http://www.thirteen.org)) and PBS Online ([www.pbs.org](http://www.pbs.org)) for the entire license period of the series. While the complete site will be available in the Fall of 2000 on wNetStation, the Outreach Section (described below) will launch April 1, 2000. This early launch will allow stations, organizations, and community groups to utilize the site to help plan outreach activities in advance of the series broadcast. This Leadership Guide will be available online in downloadable format in September 1999.

The primary purpose of the Web site will be to connect people nationwide who are concerned about end-of-life issues, plug them into statewide and national networks, give them tools to evaluate services and resources in their own communities, and inspire dialogue about end-of-life issues. The Web site is aimed at viewers and other individuals interested in end-of-life issues, as well as community groups, public television stations, and national organizations involved in this area.

The Web component will expand on the content, resources, and conversations that the series will present and initiate. Among the key components of the site will be:

- **About the Series**, a look at the individual programs, using textual synopses, video, audio, graphics, stills, and transcripts.
- **Articles** with photos, graphics, and audio and video clips, that will expand on the issues presented in the series, covering the major themes and stories in the series.
- **Sidebars** on featured aspects of the series, such as health insurance issues, the right-to-die movement, doctors' education, patient rights, and similar areas.
- **Personal Stories** that embody the issues. This section will look at end-of-life experiences from diverse points of view, such as a healthcare professional, a relative, a social worker, etc.
- **Outreach Section** (available Spring 2000). This section will include a bulletin board for sharing outreach ideas and for consultation about community organizing on end-of-life issues; downloadable outreach materials such as the Leadership Guide (available online in September 1999), Marketing Brochure, Tool Kit, and Press Release for use by stations and community organizations; information on the national outreach campaign; contact information for stations, organizations, and local groups involved in the outreach; and more.
- **Discussion Guide** available online both in PDF and as downloadable Web pages
- **Connecting — A Resources Section** will feature descriptions and links to related Web sites, as well as brief descriptions of suggested articles, books, videos, CD-ROMs, etc.



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## Discussion Guide for Individuals, Families And Groups

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A 24-page Discussion Guide will accompany ON OUR OWN TERMS. It will play an important role in promoting education and discussion around end-of-life issues. The guide will explore the major themes of the series, and will include personal stories, background information, insights, practical suggestions, checklists, and discussion questions for individual reflection and community use. There will also be lists of resources in print and online, as well as organizations that can provide solace and assistance. The guide will be used by individuals as a primer on the topic and a companion to the series, and it will be a valuable asset for group discussion in adult-education settings.

The Discussion Guide will be available in April 2000. It can also be downloaded or printed from the ON OUR OWN TERMS Web site at [www.thirteen.org/onourown/terms](http://www.thirteen.org/onourown/terms) or [www.pbs.org/onourown/terms](http://www.pbs.org/onourown/terms) at that time.

For information on receiving the printed versions of the guide, either individual copies or in quantities for distribution, contact Robert Miller, David Reisman, or Cris Draper at Thirteen/WNET, 450 West 33rd Street, New York, NY 10001.

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# ON OUR OWN TERMS: MOYERS ON DYING IN AMERICA

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## Discussion Guide Advance Request Form

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Quantity requested \_\_\_\_\_

(Please attach letter on organization letterhead explaining how guides will be used.)

Mail to: Thirteen/WNET

450 West 33rd Street

New York, NY 10001

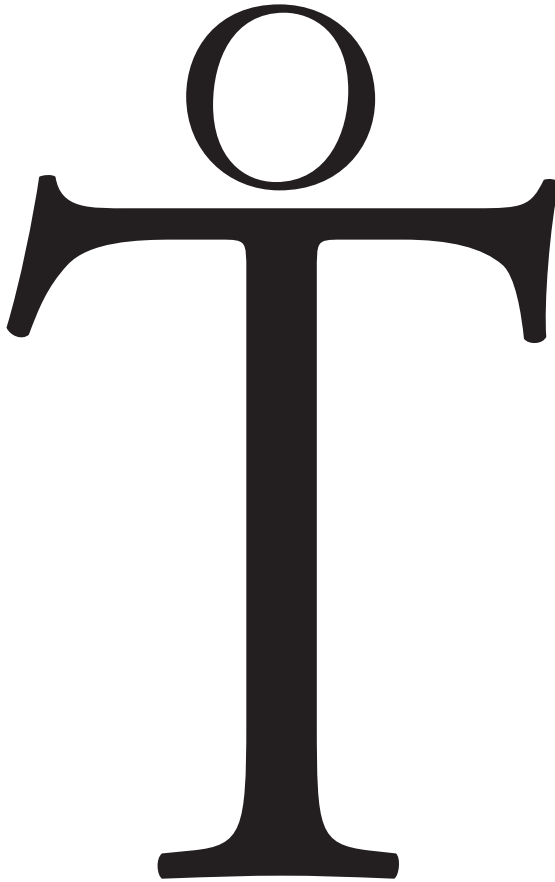
Attn: Cris Draper

E-mail [draper@wnet.org](mailto:draper@wnet.org)

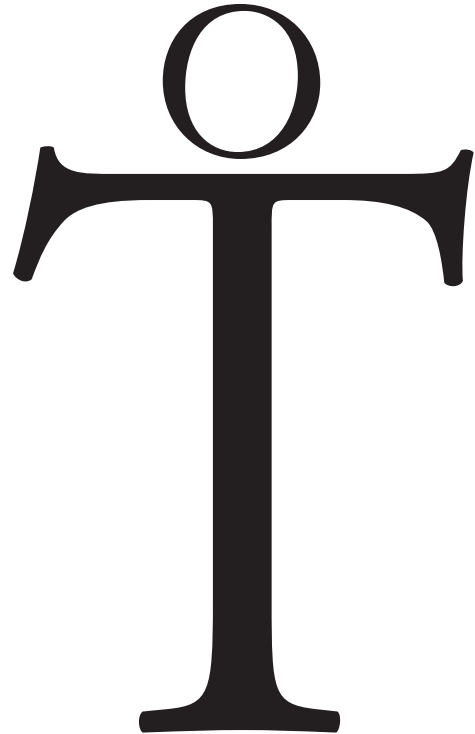
Guides will be available for distribution in April 2000.

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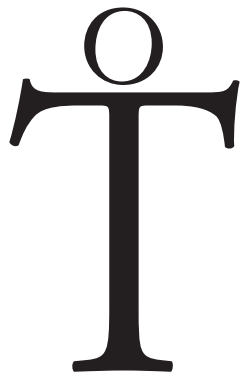
**Camera-ready Logo Art**



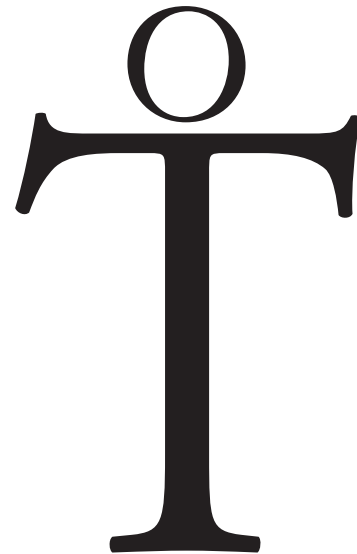
**On Our Own Terms**  
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**On Our Own Terms**  
Moyers on Dying in America

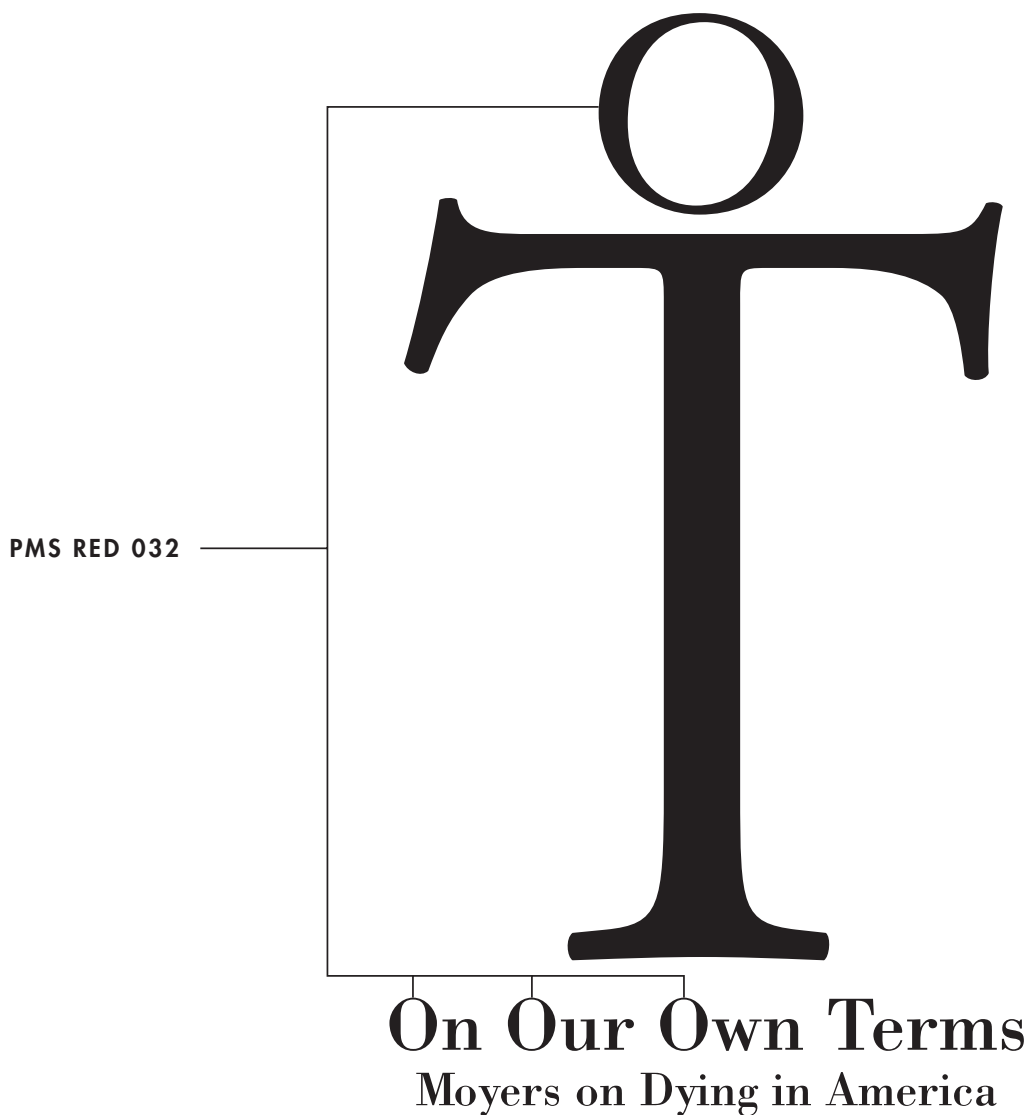
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## Colors for Logo Art

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If you will be using the OUR OUR OWN TERMS logo in color, please refer to this diagram and the color artwork on the cover of this binder for reference.

All artwork should print black, except for the parts noted on this diagram. If you choose to place the artwork on a yellow background, please use PMS 115 for the color.



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## Sample Letters of Invitation

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### Invitation to local coalition meetings:

Dear :

ON OUR OWN TERMS: MOYERS ON DYING IN AMERICA is a four-hour series due to premiere on PBS in Autumn of 2000. Journalist Bill Moyers will highlight efforts to improve end-of-life care and models of how it is being provided. The series will offer personal stories of patients and caregivers confronting death and include interviews with experts, prominent thinkers, writers, and artists. In conjunction with the programming, a national outreach campaign will connect resources at the local level to help people explore their vision of the care they want at the end of life in the complex ethnic, cultural, religious, and socio-economic landscape of America.

The publicity and spotlight on end-of-life issues provided by a high profile, national series can serve as a catalyst for interpersonal dialogue and community action. This broadcast event offers our community the opportunity to promote resources already in place and identify areas of need that could be addressed through an organized effort. ON OUR OWN TERMS can be a launching pad for establishing a sustainable coalition that will develop a vision of how we should care for dying people and their families in *COMMUNITY NAME*.

Please come to a meeting on *DATE/TIME* at *LOCATION* to begin planning how we can respond to this call to action in *COMMUNITY NAME*. Please RSVP to *NAME* at *CONTACT NUMBER* by *DATE*.

Sincerely,

*NAME/TITLE*

## Invitation to Local Videoconference Event:

Dear :

*NAME OF HOST SITE* is pleased to invite you to attend the ON OUR OWN TERMS: MOYERS ON DYING IN AMERICA Leadership Training Seminar Videoconference and participate in a follow-up discussion on April 18, 2000, from 12:00 to 2:00 PM ET (*CHANGE LOCAL TIME AS NEEDED*) at *LOCATION*.

This four-hour series hosted by Bill Moyers and premiering on PBS in Autumn of 2000 highlights efforts to improve end-of-life care and models of how it is being provided. In conjunction with the programming, a national outreach campaign will connect resources at the local level to help people explore their vision of the care they want at the end of life in the complex ethnic, cultural, religious, and socio-economic landscape of America.

Designed as a training seminar, the 90-minute interactive videoconference will connect people across the country who want to deepen the dialogue on end-of-life issues and learn about creative ways to effect change in the community. The follow-up discussion will serve as a forum for identifying local needs and priorities in relation to care for the dying in our community and to plan a local response to this call to action.

We hope that you will plan to attend this important and informative event. Please RSVP to *NAME* at *CONTACT NUMBER* by *DATE*.

We look forward to seeing you there!

Sincerely,

*NAME/TITLE*