



Public Broadcasting

This document is intended to provide an overview of the public broadcasting system as well as guidance to those who may wish to connect with their local public television and radio stations in support of *Remaking American Medicine*.

Public Broadcasting Service (PBS)



PBS is a private, nonprofit media enterprise owned and operated by the nation's 349 public television stations. Founded in 1969, its mission is to "use the power of noncommercial television, the Internet and other media to enrich the lives of all Americans through quality programs and education services." Available to 99 percent of American homes with televisions and to an increasing number of digital multimedia households, PBS serves nearly 100 million people each week. Over the years the PBS system has addressed an array of health care issues. More than 100 of the nation's PBS stations are also co-licensees with public radio stations. Additional information about PBS can be found on their Web site - www.pbs.org.

National Public Radio (NPR)



NPR is an internationally acclaimed producer and distributor of noncommercial news, talk, and entertainment programming. A privately supported, not-for-profit membership organization, NPR serves more than 760 independently operated public radio stations in all 50 states, the District of Columbia, Puerto Rico and Guam. Each station designs its own format by combining local programming with offerings from NPR and other sources. Additional information can be found on www.npr.org.

The Corporation for Public Broadcasting



CPB is a private, nonprofit corporation created by Congress in 1967. Public broadcasting has a fundamental commitment to develop and fund quality, culturally diverse programming for the American public. CPB provides resources to more than 1,000 locally operated public radio stations and public television stations across the country. It provides the largest source of funds for public radio and television programming. Additional information can be found on www.cpb.org.

What is Considered Outreach within Public

Outreach is a key component that sets public television apart from its commercial counterpart. It is public television's service arm, designed to increase viewership and extend the impact of programming. Most notable is its ability to bring people together in person before, during or after a broadcast -- a power unique to public television. Public broadcasting is able to provide this service because of its distinctive structure -- a national broadcast system that encourages local action. Outreach bridges the gap between community concerns and program content by providing opportunities to engage discussion, provide expert opinion and educate. Stations will be most receptive to issues that fit within their overall mission.

Community outreach extends the impact of public broadcasting through a variety of media services, educational materials and collaborative activities. Efforts are always in partnership with other community organizations and are designed to engage individuals and foster community participation. Most often, initiatives address specific issues of importance and are targeted to a particular segment of the population.

Educational outreach refers to activities that support formal or classroom-based education, as well as informal education that occurs outside the classroom. Educational outreach campaigns provide educational experiences for young people in classrooms, libraries, community-based organizations, etc., as well as support the professional development of the adults who work with them.

At PBS stations, the Public Information, Development or Education departments are most often in charge of these efforts. In many cases an Outreach Director will have primary responsibility. Outreach Directors will work with local coalitions and advisory committees representing a wide range of stakeholders, e.g., content specialists, educators, consumer and affinity groups and the general public.

National Center for Outreach



The NCO assists stations with community outreach efforts. It encourages meaningful outreach at the local level and provides resources, training and modest financial support to public television stations. The NCO produces The Public Television Outreach Directory that provides two points of station contact -- the General Manager and the Station Outreach Director. This directory can be found by clicking on the icon at www.nationaloutreach.org.

Strategies for Working with PBS Stations

You may want to review the following information prior to contacting your local PBS station:

Step One: Visit the station's Web site. Become familiar with the station and learn who has responsibility for public outreach. Determine if the station has experience in health care related issues. If so, research which local organizations participated in these efforts.

Step Two: Send an introductory letter. Ask for a meeting with the Outreach Director to explore Remaking American Medicine and to learn about the station's support of health care issues. Include background on your organization and Remaking American Medicine.

Step Three: At your first meeting, be prepared to provide an update on the series as well as the national campaign. If you are a member or an affiliate of a National Partner, be prepared to discuss your support of this initiative. Discuss initial concepts and outreach strategies, including the development of a local coalition.

Step Four: Invite the station to brief you on related outreach activities. Discuss the level of support that you could expect if the station becomes involved. This might include special events (town hall meetings, workshops, seminars, preview screenings), local programming in conjunction with the national broadcast and promotion (press support, on-air and online publicity), etc. (See Promotional Support section below.)

Step Five: Ask the station to review what works best for them. Discuss lessons learned. Ask if they have experience in conducting community assessments and if they can provide an evaluation process to help determine the effectiveness of the campaign. If the station is a joint licensee with a public radio station, ask if the NPR station can participate in the outreach effort.

Step Six: Discuss how your organization or other members of the coalition might assist in finding additional resources for the station. This will most likely involve their development office.

Step Seven: If the station decides to become involved in the local campaign, invite the Outreach Director to join the steering committee. Ask if you can schedule a follow-up meeting with the coalition at the station's offices.

Station Promotional Support

As the campaign evolves, here are some promotional areas that you may want to explore with the station:

Station Program Guide: This is the primary vehicle for promoting programs broadcast by the stations. There are many competing factors for space. Editors will be more receptive when the station is committed to a project. In this case, you may suggest having an expert from your organization provide a bylined article addressing the importance of quality improvement.

Online Promotion: Most stations will include a listing on their Web site and will disseminate information to their various listservs.

Publicity Support: Stations can provide considerable assistance with the media. In fact, most stations have online press rooms. (See www.weta.org/pressroom.) You will also receive a number of promotional templates from RAMcampaign.org that will assist in this effort.



On-Air Promotion: If the station agrees to produce local follow-up programming, it will most often produce on-air promos for both its local program and *Remaking American Medicine*.

Outreach/Education Newsletters: Most stations have printed or electronic newsletters that they distribute to their different constituencies. Suggest that *Remaking American Medicine* be included in these publications.

Note: If you can help find additional resources, you may want to suggest that the station produce a live in-studio, call-in program to air in conjunction with the premiere of Remaking American Medicine. This type of program is not nearly as costly to produce as documentaries and they allow stations to effectively reach out to their constituents. Your coalition may be able provide experts and Champions of Change who could be featured on the program.

PBS Station Incentive Grants Program

Thanks to the Amgen Foundation, a major competitive grants program has been designed to leverage the resources and capabilities of PBS stations. At the end of April, 24 PBS stations will receive grants ranging from \$7,500 to \$15,000 to participate in the Remaking American Medicine campaign. Grantees will serve as catalysts for local coalition efforts and undertake a wide variety of promotional activities utilizing station staff and resources. We encourage you to contact these stations as soon as the announcement is made.