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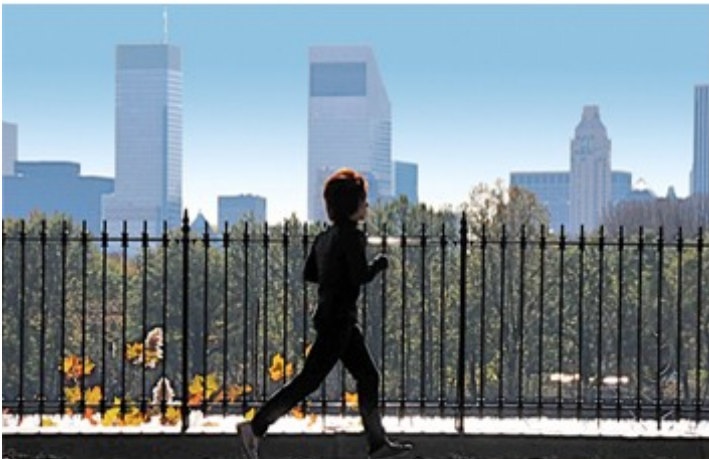
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DESIGNING HEALTHY COMMUNITIES

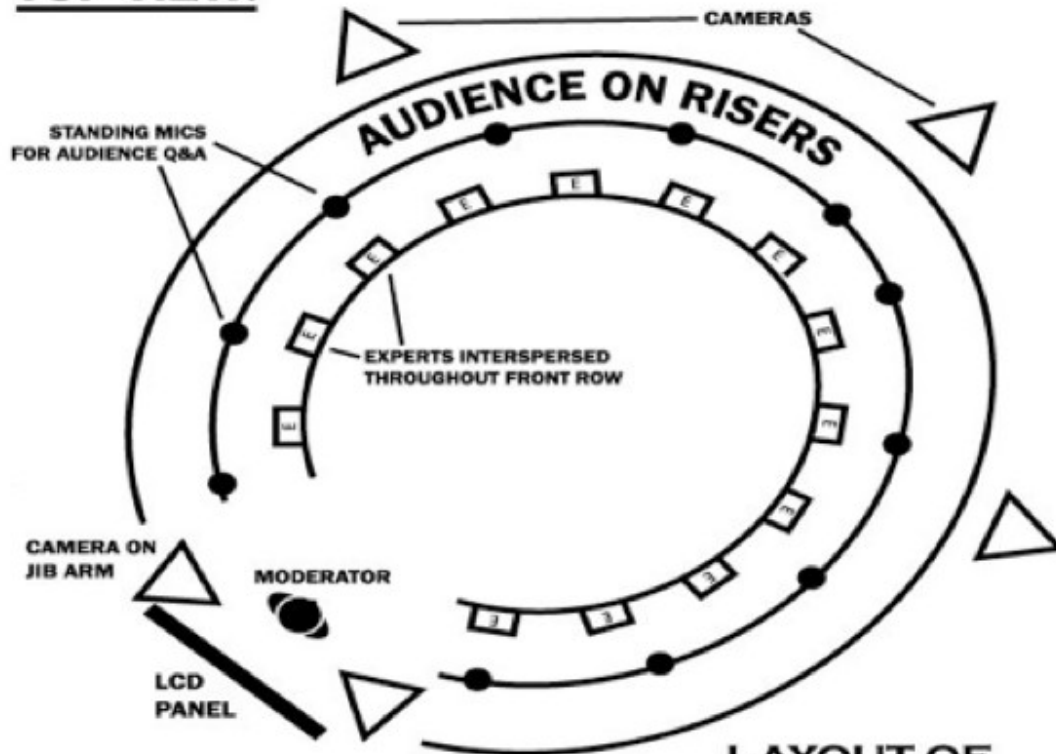


TOWN HALL MEETING STARTER KIT



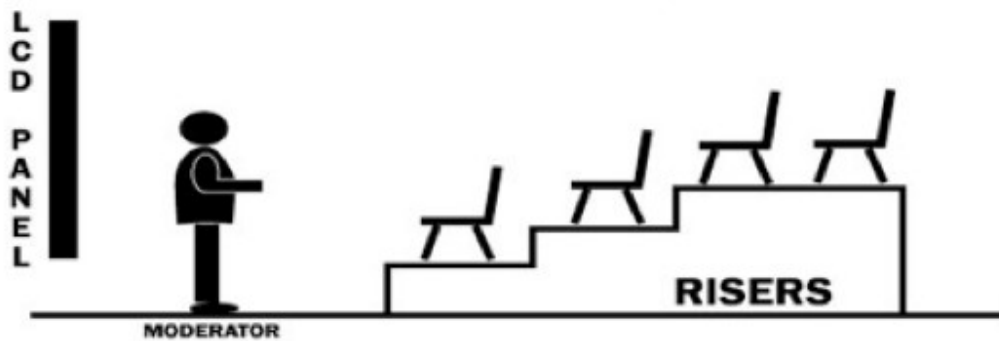
***“HOW DO WE MAKE
A HEALTHIER COMMUNITY RIGHT HERE, NOW?”***

TOP VIEW:



**LAYOUT OF
TOWN HALL
MEETING VENUE**

SIDE VIEW:





Town Hall Meeting summary:

How do we make a healthier community right here, now?

1. **Goals:** to maximize community impact of the 4-part series by bringing coalitions, experts, citizens together to build a new agenda for ongoing dialogue, using media as a change-making fulcrum.
2. **Profile of participants:** community leaders, health officials, elected representatives, academics, citizens, activists, urban planners, architects, transit/development people, educators, public health analysts, economists. Participants will respond to questions with hand mikes.
3. **Style:** the 100-125 participants and experts are seated within three horseshoes, the 2nd and 3rd rows on risers; behind them hang large graphics and images from the series; black velour drapes—or cyc--- hang behind the pictures. A large studio monitor fills the horseshoe opening. Moderator roams.
4. **Location:** either studio at a local public television station (minimum 75 feet x 75 feet with 16-18 foot ceilings) or large room accessible to loading in 5 television cameras, jib, lights, and other television equipment; needs large electrical capacity.
5. **Time:** usually a Saturday morning for 4 hours, with load-in the day/evening before.
6. **Content:** approximately 15 questions, each formed in a 20-second video clip, are posed on a large monitor for all participants to see and hear; approximately 10-15 minutes is allocated for responses to each question before moving on to the next one; the questions are designed to localize the national issues raised in the series. Some questions are directed towards state and national leaders.
7. **Experts:** about 16 ethnically and gender diverse people are selected by MPC, the coalitions, and the station, representing many disciplines in the health/prevention/planning spectrum. One lead expert will be Dr. Dick Jackson; others will come from the local community, but some from state and national levels, too. Experts are “hard-wire miked” enabling them to speak spontaneously. Coalitions, the PBS station, and MPC select the experts jointly.
8. **Moderator:** generally a knowledgeable community leader, either from the PBS station, a commercial station, or elsewhere, whose job is to *find the answer to the questions* from the experts and/or the other participants. Personable, light, engaging, capable of promoting the project, too, with perhaps a very personal reason why she or he is moderating.
9. **Historical root:** a (archival footage?) one-minute reason why we are holding the town hall meeting in this community, so that each location is validated by the Moderator.
10. **Overall process:** first, an entity has to *want* to hold a town hall meeting. The entity could be a person, a coalition, a station or a combination. A three-legged configuration is created, loosely to begin, consisting of MPC, the entity, and the station. Coalitions are brought together over a period of months to form a *new coalition that will create a new, long-term agenda for community dialogue leading to change*. The town hall meeting is simply the *first* goal of the agenda, not the last. An MOU is exchanged between MPC, the station, and a 501c3 coalition. Joint fund-raising and coalition-raising is next. National and local funders are sought and contacted. Funds are donated to the 501c3.
11. **Funds needed:** between \$100,000 and \$150,000 depending on situation, comprising a consortium.



- 12. **Funders:** some national, regional, and local; all receive credit in funder pod, conforming to PBS guidelines. Multiple grants generally range from \$50,000-\$1,000. Foundations, corporations, individuals, agencies, NGOs, and coalitions are all invited to join the consortium of funders.
- 13. **Fund raising:** primary responsibility of MPC and coalitions; PBS station helps as it can.
- 14. **Benefits for funders:** described in another document, includes “live” events.
- 15. **Funds expended:** the station is paid about 30-35% for the technical production and broadcast; MPC is paid about 45% for organization, style elements and editing; coalitions receive about 25%, for website, dissemination and other activities. An MOU binds MPC, coalitions, and PBS station.
- 16. **Use of media:** all entities involved will have equal access to use the media generated, at cost, for their own purposes and for the joint purposes of the new coalition, after broadcast.
- 17. **Broadcast time:** usually *after* the series has aired, we stage the town hall meeting. At least 4-5 weeks *after* the staging, the THM is broadcast, perhaps with an episode from the series.
- 18. **Broadcast Length:** 1-2 hours, depending on station’s needs. Sometimes “live”. Repeats.

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Town Hall Meeting Series Summary and Value Proposition

For the first time in our nation's history, we are subtracting years from our children's lives because of chronic diseases like obesity, asthma, and diabetes. Essential elements of our wellbeing are out of balance while public health expenditures skyrocket, and our physical, psychological, and spiritual health deteriorates. To counter this trend, the Media Policy Center has teamed with environmental and public health specialist Richard Jackson, MD MPH, to create *Designing Healthy Communities*, a 4-part public television mini-series that links our nation's rapidly deteriorating public health to nearly half a century of bad design decisions. The series offers best-practice design alternatives.

You can play a vital role in improving our flawed built environment and developing the next generation of smart, dedicated leaders. You can do it in your own community. Right now.

Building on the success of *Designing Healthy Communities*, the Media Policy Center is conducting a series of televised *Designing Healthy Communities* Town Hall Meetings (*DHC/THM*) in conjunction with local PBS stations in major markets. These forums will provide local solutions, enlighten and motivate the public, build coalitions and community, and elicit audience testimony for the national policy debate on the issue. The THMs are staged in varying multi-cultural and geographic settings. The goal is to identify solutions for problems inherent in the built environment and highlight best practices in each community.

The airing of public opinion about the built environment will be of immeasurable value to policy makers and community leaders as they chart solutions. Every THM is an opportunity for stakeholders in the public health and design arenas to become highly visible as leaders in their communities and to inspire others.

These forums will enlighten, empower, and encourage activism among communities. They will also help inform citizens about services and programs available in their communities related to public health. In each Town Hall Meeting, a Moderator will guide the discussion and encourage experts and educators to share their experience in the field. Audience members are encouraged to contribute their questions and responses during the meeting to create a dialogue. These discussions will be recorded live, edited for a television audience and then broadcast on local PBS stations. In addition, these town hall meetings will be supported by outreach activities to extend their reach and impact.



Join the emerging healthy communities movement to lead the country on a grassroots, nationwide journey towards education, enlightenment, and empowerment through PBS.



Town Hall Meeting: VENUE SPONSORS

As a result of the local/regional PBS broadcast of these meetings, community organizations, foundations, corporations, government agencies, unions, not-for-profits and individuals can proclaim their support of public health and improving the built environment. We seek local stakeholders in the movement to create healthier communities to serve as “Venue Sponsors” to support a THM in their locale.

Venue Sponsors contribute to the costs of conducting the Town Hall Meeting in their venue, but we can help by making every effort to find local and national underwriters. In many instances, many local organizations share in the cost of the venue sponsorship. Venue Sponsors receive full name identity and banner recognition associated with their local event and participate in the planning process. According to PBS guidelines, however, funders cannot be producers.

Underwriters will receive mention during the broadcast, on the website, and in relevant printed materials. They will also have the opportunity to participate in marketing and promotional activities, through all media and “live” events, 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 *Designing Healthy Communities*, in conjunction with the Town Hall Meetings, on-air and print promotion, will help to stimulate community participation and dialogue over months and years.

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 ***Designing Healthy Communities 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.

TV SPEC SHEET

Cost: We estimate that to produce the televised portion of the *Designing Healthy Communities* Town Hall Meeting, the out of pocket cost is roughly \$125,000-\$150,000.

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

Venue: Capable of seating 125-150 people in a horseshoe pattern on a series of risers, facing a moderator in front of an 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. Venue must have parking nearby and adequate bathrooms.

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.

“Experts”: Up to 16 individuals may serve as the Experts for the THM. These people should come from a broad array of expertise and organizations involved with public health and the built environment, including local, regional, and national arenas. This group should 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. Local producers and local organizers will *recommend* to us the people they believe would serve well in this category, however, the MPC will make the final decision.

Other Participants: Local coalitions and organizations will be encouraged to alert community leaders, health officials, elected representatives, academics, citizens, activists, urban planners, architects, transit/development people, educators, public health analysts, economists and others to attend the meeting. (See Participant 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 in the broadcast.

Participant Profile

Attributes of a Participant: 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 and tolerant of the viewpoint of others.

Participant Categories: Fifteen Participant categories are proposed to *balance each other*; the target number is roughly 125 individuals. Search for comprehensive ethnic diversity among African American, Latino, Asian, and Native American representatives. (With the 16 expert faculty members, the total should approximate 140.):

1. Health Representatives: Doctors, nurses, nutritionists, hospital and health plan managers, local public health officials and volunteers.
2. Architects, Urban Planners and other designers, including local planning agencies.
3. Real Estate Developers
4. K-12 & Higher Ed Students, Teachers, Student Leaders
5. Parents & Community Members
6. Non-Profits: Advocates, activists, groups and others active in the fields of public health, housing, urban gardening, planning and design, transportation or community advocacy.
7. Transportation Officials: bus, rail, bikes, auto, walkers
8. Elected Officials. Local and State Government Staff.
9. Legislative Staff: State-level policymakers and legislative advisors. Search for a Federal representative (Congressional).
10. Academic leaders and faculty
11. Media/Communications: Newspaper columnists, film and television personalities, bloggers, authors who focus on environmental health issues, nutrition, exercise, and/or design as their subject area.
12. Environmental and Sustainability leaders.
13. Financial Leaders (insurance, mortgage, banking, taxation, chamber of commerce, economists)
14. Specific inclusion of minorities, challenged communities, elders, and disabled.
15. Public Safety leaders: Fire, Police.

Recruiting the Participants: We recommend that the above Participant Profile be edited and adopted by the Coalition executive committee for circulation to the full coalition membership with a call to recommend candidates to be invited to become Participants. Two individuals should be responsible for accepting Participant recommendations and following up with invitations.



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 created by the Media Policy Center, in conjunction with coalitions and the PBS station, and presented to the audience on the LCD monitor. These videos will reflect different scenarios spanning public health issues and questions.

The “Point of View” of these videos is that of a **Concerned Citizen** 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 from local resources**. 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.

Recording starts at 8:45 am and continues until 12pm with a 10-minute break. This footage is edited 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 an episode *Designing Healthy Communities*.

Specifics:

- One day, starting the evening before, and out by 4PM.
- five video cameras on dollies, one camera on a jib, one or two cameras handheld that work among the rows of people
- tape stock
- 3 video recorders and one play back deck
- video switcher
- 3-4 microphones mounted on mike stands or wireless handheld microphones
- 17 wired lavelier 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 implement any or all of the 24 suggestions:

1. be paid to provide a mobile truck or studio facility and staff if their rates are competitive
2. supply the Director who might be staff at the station
3. help to select the Moderator, some of the Experts, and Participants
4. help to select the venue
5. help to design and disseminate outreach materials locally, using social media
6. help make the broadcast available on the Internet
7. publicize the involvement of the local and national underwriters
8. be the liaison with other PBS stations through PBS Express and other communications
9. produce follow-up programming that looks specifically at issues—and people---that are discussed during the *Town Hall Meetings*
10. possibly provide video sequences to such programs as *Washington Week in Review* or *Newshour* for inclusion in the national broadcast
11. provide post-production facilities for creating the lower thirds and titles, if their rates are competitive
12. broadcast the 60-90-120 minute edited THM program in conjunction with other events as outlined above
13. sell station break time to underwriters willing to buy time on their air
14. create on-air promotional clips for the broadcast of the THM and rebroadcasts of *Designing Healthy Communities*
15. use the *Designing Healthy Communities* DVDs and companion book as pledge specials during fundraisers to increase station revenue and viewer participation
16. conduct local call-in programs with members of the coalitions answering phones
17. conduct post-event evaluation of the impact it had within their community
18. work with local press, television, media before, during and after the THM
19. integrate THM with station website, Facebook, Twitter, Groups, etc.
20. do follow up and pre-broadcast stories about some of the people involved
21. help in the design, implementation, and dissemination of resources
22. secure new station members from the Participants and Coalitions
23. integrate a DC---or other leader---via Skype
24. spearhead follow up community sessions, using additional digital channels

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

Integration of other MEDIA: Techniques such as: “Quick Draw” with magic markers, or on an iPad; other graphic illustrations; “Tweets” as *questions*; sender’s pictures and icons; other concepts will enhance the “live” and edited versions of each of the THMs.

DVDs: A DVD 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 material created and distributed. Underwriters also generate significant good will in the communities they serve and build an expanded audience of potential supporters or customers.

SUGGESTED TOPICS FOR DISCUSSION IN TOWN HALL MEETINGS

A: Paint a short verbal picture of what makes you happy (look for *internal* answers that might describe their visions of the *environment they wish to inhabit everyday*):

1. What is healthiest about our community: What are the places that make us most happy? That make our children—or *the children* in us---happiest?
2. What do we like to do most to make us fit, to exercise?
3. Where are the settings to see how government is working well for us?
4. Where and how do we feel most safe?
5. Where do we go to find the most nourishment for our body, mind, and soul?
6. How would you like to go to market, to work, to visit your friends, to eat, to shop, to study?
7. What kind of travel do you like to do most?

B: Paint a verbal picture of what causes you pain? That makes you unhealthy?

8. What is unhealthy in our community? Cite specific examples that relate to: (1) diabetes, (2) obesity, (3) asthma, (4) lack of fitness, (5) depression...
9. Where do you feel the most insulated?
10. What characteristics of schools are frightening? Unhealthy?
11. What do you consider unhealthy in your transportation to work, to play?
12. Why is it this way? What are the causes?

C: What can be done about these things to make you feel healthier, to lessen the pain?

13. What are the big changes that could be made over the long term?
14. What are the changes that could be made over the short term that would have good impacts without large or prohibitive costs?
15. What might be changed *upstream* to improve our health? Be specific.
16. What are the specific obstacles to improving the health of our community?
17. How can we make it easier for children to safely access their schools? Bikes? Walk? How important are children to the community?
18. How can improved---and varied---transportation help? Rail? Less pollution? Less time? Less money? Greater density?
19. How can green spaces, like parks, or community gardens, help? As *gathering places*?
20. How can food---locally-produced food---be made more accessible to everyone?
21. How can mixed-use housing create a healthier community? Is it diverse? Sustainable? Accessible to public transportation? Provide *quality density*?
22. How does *land use* affect the health of our community? Planning?

D: What are the benefits of a healthier community?

23. What are the **health** benefits? Diabetes? Obesity? Asthma? Fitness? Depression? Other health indices?
24. What are the **economic** benefits to the **individual**, to the **community**, to improve our health? Be specific? Is it costlier? Or economical? Is it worth it?
25. What are the **spiritual** benefits? **Social**?

E: How do we achieve the goals we want? What concrete steps do we take?

26. What is the role of leadership? How do we grow leaders? Teach them in school?

27. What is the role of private corporations? Developers? Planners?
28. What kind of *health impact evaluation* should be conducted early on?
29. How does a citizen navigate the different planning alternatives?
30. What is the **role** of government agencies at a **local level**?
31. **Regional?**
32. **State?**
33. **Federal?**
34. What is the individual's role in being a *changemaker* in the community? What kind of personal commitment is necessary to achieve success? What are the rewards of perseverance?
35. How do we refresh our souls, our minds, our bodies in the process?



Guide to GETTING STARTED IN YOUR COMMUNITY...first steps

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. We seek to create a series of PBS forums across the country, to 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 encourages 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 public health arena. **Without funding, nothing can happen.** We need about \$125,000 per venue, which can and should come from many sources, not just one: a *consortium*. Obtain names and contact information for key people. If you know anyone personally, it is better still. Establish categories, such as 3-4 major funders at \$20,000-\$35,000; 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 use 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 can facilitate their planning, production, distribution, and outreach.

8. Think of how we can bring a vocal **audience of Participants** to the venue. Participants must be diverse and not armed with a particular axe to grind. **We are addressing: How to Make A Healthier Community Right Here, Now?**
9. Think of some caterer or **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 local/regional/national events?
11. **What do your coalitions want to do with the broadcast and after the broadcast?** Raise sufficient funds so that you can sustain outreach and activity over months. Write an “Outreach Plan” that includes the participation of the PBS stations as part of your dissemination. What could your *long-term agenda consist of?*
12. What is your “**historical root**” for this THM? Reach into your recent---or distant---past to discover some incident, some person or place, which had an effect on public health in your region and recommend it to us. We will incorporate visuals and audio into the opening of the broadcast program.

TOWN HALL MEETING ACTION PLAN for the Steering Committee:

1. ORGANIZATION
2. FUNDING
3. VENUE
4. EXPERT PANEL RECOMMENDATIONS
5. MODERATOR RECOMMENDATIONS
6. COMMUNICATIONS CONTACTS AND COORDINATION OF FUNCTION
7. PARTICIPANTS LIST
8. CONTENT AND PRIORITY OF ISSUES IN COMMUNITY
9. FOOD AND HOSPITALITY SERVICE
10. BROADCAST TIME(S)
11. LOCAL PBS STATION AND OUTREACH TEAM
12. AFTERMARKET USE---LONG TERM AGENDA FOR THE COMMUNITY
13. HISTORICAL ROOT
14. IS THERE A RESOURCE GUIDE THAT COULD BE ENHANCED THROUGH MEDIA AND DISSEMINATED REGULARLY
15. HOW TO USE MEDIA TO CONTINUE A COMMUNITY DIALOGUE



Town Hall Meeting To-Do List

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 27)
- 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".



TOWN HALL ORGANIZING COMMITTEE “TO DO” LISTS

Six weeks prior to shoot

- Send invitations out to panelists by email
- Begin requesting funder logos (eps files)
- Request for digital pictures (jpg) and bios
- Begin assembling complete list of coalitions
- Designate person to keep track of acceptances of invitations
- Begin selecting audience
- Write press release
- Designate persons to take photos on the day of taping
- Designate person to coordinate breakfast for attendees/crew
- Start outreach process prior to, during, and after the airdate (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 Designing Healthy Communities companion book and other website links and information presented by funders and coalition people.)

One week prior to shoot

- All panelists confirmed
- Create an excel document with name, title, person who submitted them, phone and cell numbers and email address
- Create agenda for shoot day
- Create seating chart for director/crew/editorial
- Distribute list of topics to Panelists
- Gather digital pictures and bio for each Panelist
- Fax Audience Release forms to MPC
- Send agenda and directions to venue to Audience Members
- Create 8 x 11 sheets with audience member's name and title
- Create index cards with questions pasted in left corner for Moderator
- Create index cards with panelist photo in left corner for Moderator
- Discuss wardrobe with Moderator (business casual, avoid small checkers, thin stripes, bold prints or shiny jewelry)
- Time the show and give each question a designated length of time
- Organize questions in order of importance
- Write historical root intro for moderator
- Write show open for moderator
- Write show close for moderator
- Write a series of 20 second THM promos
- Purchase tape stock (8 x 90 minute loads for each camera)
- Contact each crew member to confirm the shoot, give them the call time for



- the shoot day and tell them to wear black
- Secure banners from Media & Policy Center office



- Obtain a certificate of insurance if needed for location and/or production truck
- Confirm platform set-up with Dale Bell and designated riser company
- Confirm with Media & Policy Center video roll out of questions for tape operator
- Print out names of panelists to be taped on chairs
- Assign two people to hold handheld microphones during THM for audience
- Complete press release

Day of shoot

- Tape the names of panelists on their designated chairs
- Audience members check in and are given a 11x14 sheet with their name on it
- Take picture of each audience member holding 11x14 sheet with their name
- Shoot b-roll footage of pre-shoot preparation and of the audience arriving
- Record each panelist saying & spelling their name on camera
- Provide breakfast for the participants and crew before the shoot
- Provide drinks and snacks for crew during the shoot
- At the end of the recording make announcement asking for anyone who has not had their picture taken to have it done before they leave

After shoot



- Send release forms, photos of participants and funder logos to MPC 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



Donor Contribution Sheet

Yes! We want to support the *Designing Healthy Communities* Town Hall Meeting

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.



GENERIC "ASK LETTER" FROM MPC OR OTHER ENTITY
(Replace blanks and adapt letter for your own purposes)

Date

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

Dear _____,

_____ has given me your name. I contacted her/him after reading that very pertinent report/article, _____. 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 improving their built environment. The event is being organized by (), and by (). We believe it represents an opportunity for your company to proclaim its commitment to the environment and public health to its employees, shareholders, and customers.

We are PBS independent producers, responsible for the financing and production of last April's ***Designing Healthy Communities***, the first PBS community-based outreach project in this country devoted to the built environment's effect on public health.

We hope that Company can support the next wave of our activism on this subject: ***Designing Healthy Communities Town Hall Meetings***, to be televised through local and statewide PBS stations, over the next 15 months in cities nationwide, all drawing attention to poor design problems and best-practice solutions.

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 ***Designing Healthy Communities 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 \$125,000 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 ***Designing Healthy Communities***, 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 the 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 "***Designing Healthy Communities Town Hall Meeting***";
- 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 ***Designing Healthy Communities*** in early 2012, we were asked by many, 'What next?' How do we keep grassroots community coalitions rekindled and actively engaged with their citizenry through the best idea stream known--- PBS? We devised a series of ***Designing Healthy Communities 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.designinghealthycommunities.org.** We look forward to our next steps.

Sincerely,



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 supplies Main Title, Music, 15 +/- edited videos (20 seconds each) from *Designing Healthy Communities* to be used as “scenarios”, and credits including graphics for paperback book, DVD, and website information



Town Hall Meeting Single-Venue Budget Suggested Allocation

EXPENDITURE ITEM	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	2	500	\$1,000
Prod Accountant	1	1,300	\$1,300
Benefits @ 23%	.23	\$21,300	\$4,899
			\$27,199
Production:			
Director	3	1,000	\$3,000
Cameraman	8	600	\$4,800
Sound	3	1,000	\$3,000
Prod. Asst.	6	200	\$1,200
Camera Gear Rental	1.5	15,000	\$22,500
Sound Gear Rental	1	5,000	\$5,000
Videotape	12	200	\$2,400
Technical Personnel	15	300	\$4,500
Hotel	20	100	\$2,000
Per Diem	50	60	\$3,000
Airfare	6	400	\$2,400
Vehicle Rental	5	100	\$5,000
Gas & Misc	5	100	\$5,000
			\$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	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
MPC			\$47,249
PBS Station/Mobile			\$49,900
Coalitions			\$35,200



**LETTER OF AGREEMENT BETWEEN MBC AND MPC
FOR PRODUCTION OF FIRST THM IN KANSAS CITY**

(Similar Letter Will be Exchanged With Each Community Entity, Venue, and/or
PBS Station)

July 31, 2003

Mr. Dale Bell, Partner & Mr. Harry Wiland, Co-CEOs
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 Midwest Bioethics Center (MBC) in the production and distribution of the Designing Healthy Communities **Town Hall Meeting** project.

MPC and MBC 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 \$xxxxx. In addition, we allocate up to \$xxxx for travel of an Expert. MPC will periodically submit to MBC its invoices related to specific line items.
- II. MBC has reached a good faith understanding with KCPT to provide below the line production personnel, technical equipment, and moderator Nick Haines. MBC will pay KCPT a fee agreed upon by MBC from funds raised. MBC will submit proposed experts and moderators to MPC for their approval.
- III. MBC 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 to MBC, 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 MBC.
- IV. MPC and MBC are mutually interested in providing visual and editorial continuity from the original *Designing Healthy Communities* broadcast. Both parties will work with Fleischman Hillard to ensure that the original concept is maintained and enhanced.
- V. MPC will deliver a final edited version of the 2.5 hour videotaped session within two weeks after receiving it from the production site. MBC will make comments in writing, annotated by timecode, 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. MBC and its Kansas City 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. MBC has the right to simulcast the edited program on radio and/or the Internet.

- VI. MBC, KCPT and MPC will attempt to produce this event for television before _____. KCPT will try to rebroadcast the original *Designing Healthy Communities* at a time that enhances the broadcast of the Town Hall Meeting project. MBC will encourage KCPT to schedule the broadcast of the Town Hall Meeting no later than two months after the production date to assure relevancy.
- VII. MBC understands that if a major funder is found before or after the Town Hall Meeting project, MBC will share in the funding and receive similar funding to other urban setting projects. Further, if the major funder is identified through MBC's efforts, MBC will receive a finder's fee of 5% of the funding after it is secured and paid to MPC or its designee.
- VIII. Because MBC 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 Midwest Bioethics Center". MBC 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. KCPT will also be included in the end credits and on all published ancillary materials.

Trust between MBC and MPC will ensure an open flow of communications on all activities relating to the Project. MBC 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,
Midwest Bioethics Center

AGREED AND ACCEPTED:

Dale Bell, Partner

Harry Wiland, Partner



DESSIGNING HEALTHY COMMUNITIES
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 "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: _____



**Designing Healthy Communities
TOWN HALL MEETING**

NOTICE

PLEASE READ BEFORE ENTERING

THE EVENT BEING HELD IN THIS [ROOM/FACILITY] IS BEING RECORDED BY MEDIA POLICY CENTER 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.



**Town Hall Meeting
Expert List**

Date of THM: _____

City, State: _____

Name	Title / Company	Phone	E-mail	Bio	Pix



EXPERT PANEL SAMPLE “INVITE” LETTER

June 27, 2003

The Honorable Kit Bond United States Senator
911 Main Street, Suite 2224
Kansas City MO 64105

Dear Senator Bond:

As members of the Kansas City Caregiving Partnership, we invite you to participate as an expert panelist in the first national *Designing Healthy Communities*, on <<date>>. The purpose of the meeting, the first in a series that will crisscross the country, is to heighten public awareness of the immediate importance and long term public health value of creating healthier communities and improving our built environment.

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 expand and enhance the public health movement currently touching hundreds of American communities. The event will be videotaped and edited to produce a 50-minute documentary that KCPT and other public television affiliates in our region will air in <<date>>.

The town hall meeting series is a response to the outpouring of public concern that followed the airing of the 4-part public television mini-series *Designing Healthy Communities* in 2012.

Representatives from more than two-dozen organizations in the Greater Kansas City Area met with Dale Bell, one of the producers of *Designing Healthy Communities*, to discuss the town hall concept; they have formed a coalition to make your constituent's communities healthier by creating a Town Hall 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 built environment in the greater Kansas City area, and
- participate in the *Designing Healthy Communities Town Hall Meeting Project*.

The Kansas City coalition now includes participants from more than fifty organizations. We are both pleased and honored that our organization has been



able to collaborate with the Media Policy Center to host the first town hall meeting in the national series.

The town hall meeting will be held August 26 at KCPT in downtown Kansas City, Missouri, and will last about four hours. You will need, however, to block out the entire day. An audience of approximately fifty people committed to supporting family caregivers will be invited to attend the meeting, and another fifty, including all members of the Kansas City Coalition, will watch the meeting on closed circuit TV.

Essential elements of our wellbeing are out of balance. While public health expenditures skyrocket, our physical, psychological, and spiritual health deteriorates, and we as a nation wonder why healthcare reform and improving our environment is so essential. Now is the time to begin a national dialogue that will shape public policy and build a vibrant community of public health advocates. 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,



(City Name) TOWN HALL MEETING
(Date)

AUDIENCE CONTACT INFORMATION

Date _____

This person recruited to be on PANEL _____ or

A PARTICIPANT _____ 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 _____

Fax Number _____

Email _____