

# PR Methods

## Sample TV Public Affairs Show Script

Interviewer: Good morning, and welcome to the “FAMU in the Community Show.”

Florida A&M University is about to make history. On Thursday, January 31<sup>st</sup>, it will be one of more than 1,200 colleges and universities across the United States that will be participating in the first-ever national teach-in titled “Focus the Nation: Global Warming Solutions for America.” Here to talk with me today about Focus the Nation is Ms. Nancy Santiago, a graduate student and president of the FAMU Environmental Sciences Student Organization, and Dr. LaRae Donnellan, co-chair of the FAMU Green Coalition. Welcome.

Let me start with you, Nancy. Tell me what Focus the Nation is all about.

Nancy: Focus the Nation is a national educational effort to get students, in particular, to think about global warming and how we might deal with it. At FAMU, we’ve got a full week of activities planned, but most events will be taking place on Thursday, January 31<sup>st</sup>, when we have 24 different panel discussions and workshops lined up on such topics as:

[Slide #1: Panel topics]

- “Global Warming: What Is It?”
- “The Business of Global Warming”
- “Global Warming as a Social Justice Issue”
- “Global Warming and Religion”

Interviewer: Dr. Donnellan, tell us something about what the faculty role will be during Focus the Nation.

Dr. D: We’ve invited faculty to either bring their classes to hear panel discussions on that Thursday or to devote their class time that day to discussing global warming solutions from their particular perspective. About half of the panelists are FAMU faculty members. The rest are members of the community and politicians, including Mayor John Marks, City Commissioner Andrew Gillum, and County Commissioner Cliff Thael. They’ll be part of a panel titled “Green Politics” on Thursday afternoon. We expect at least 100 faculty members to participate in Focus the Nation, which should involve about 3,000 students.

Interviewer: That’s exciting – having that many people concentrating on the same topic at the same time. So, Nancy, what else have you got lined up for Focus the Nation?

[Slide #2: “The 2% Solution” poster]

Nancy: At 8 p.m. on Wednesday, January 30<sup>th</sup>, the public is invited to campus to view a Webcast of “The Two-Percent Solution,” which is the national kickoff for Focus the Nation. The Webcast will be held in two locations – the School of Journalism and Graphic Communication Lecture Hall on Gamble Street, and the New Pharmacy Building on Martin Luther King Jr. Boulevard.

[Slide #3: “An Inconvenient Truth” poster]

And then on Thursday night at 7 p.m., the public is invited for a showing of Al Gore’s Academy Award-winning documentary, “An Inconvenient Truth,” at 8 p.m. in the New Pharmacy Building on Martin Luther King Jr. Boulevard. Afterward, Architecture Professor Beth Lewis, who was trained by former Vice President Gore, will lead a discussion.

Interviewer: Those are great opportunities for the public to get involved as well. Now, I've heard that you've also set up something called the "Green Games." What are they all about?

Nancy: The Green Games are modeled after the TV show "The Amazing Race." Teams of FAMU students will be competing all semester long on a variety of environmental challenges. For example, they will be setting up recycling programs in buildings across campus. They'll get involved in campus cleanup projects. They'll plant trees. And so on. The competition will continue all semester. And then on April 22<sup>nd</sup> – which is Earth Day 2008 – we'll announce the winning team, which will receive a prize of 25-hundred dollars.

Interviewer: Wow! That's a great incentive ... in addition to simply doing something great for the environment.

Now, Dr. Donnellan, I understand that you will be participating in two panels. Tell us what they are all about.

Dr. Donnellan: In the morning, I'll be part of a panel discussing the activities of Greenovation, which is part of the Knight Creative Communities Initiative here in Tallahassee. Greenovation has been working for the past year on a variety of projects – such as recycling in the schools and creating a resource center with information about green-building opportunities in our area.

[Slide #4: Picture of StarMetro bus near PARC sign]

My piece of Greenovation is the Park-and-Ride Community (or PARC) pilot project, which encouraged residents of the north Thomasville Road area to ride StarMetro an average of at least twice a week for three months. Our goal was to get at least 30 people to join PARC, and I'm pleased to announce that 58 people signed up!

Interviewer: Pretty amazing!

Dr. Donnellan: And the second panel I'll be on is titled "Obstacles to Change: Denial, Politics and the Media." In that panel, I'll be joined by another public relations faculty member and someone from the business school. We'll talk about how the way people frame the global warming discussion – for example, do we call it "global warming" or "climate change" – affects the way people feel about the situation.

Interviewer: Well, it sounds as if you've got a great lineup of activities. Tell us how we can find out more about Focus the Nation at Florida A&M University.

[Slide #5: Web address and phone number]

Nancy: You can go online at [www.famu.edu/focusthenation](http://www.famu.edu/focusthenation) to find the full schedule. Or you can call Ms. Jackie Hightower at 850-656-2128.

Interviewer: Again, that is [www.famu.edu/focusthenation](http://www.famu.edu/focusthenation) or 850-656-2128.

I'd like to thank my guests today – Ms. Nancy Santiago and Dr. LaRae Donnellan – for telling us about FAMU's Focus the Nation teach-in on global warming solutions, which will be held on Thursday, January 31<sup>st</sup>. Have a good day.