

Site Coordinator's Manual



"Are We Safer in the Dark?"

A Sunshine Week National Dialogue on Open Government & Secrecy

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Section 1: Essential Contact Information

Before the Teleconference:

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Day of the Teleconference:

For technical questions on the day of the teleconference, contact:
Technical Operations Center
National Press Club
Phone: (202) 662-7594

For *emergency non-technical* questions, contact:

Rick Blum
Director, OpenTheGovernment.org
Cell Phone: (202) 309-2654

After the Teleconference:

See "Before the Teleconference"

Section 2: Successful Teleconference Tips

Role of the Site Coordinator

The site coordinator is a necessary part of the teleconference. Site coordinators may perform different functions. Either singly or as a team, they can prepare for the program, introduce the event, encourage people to call in with questions and fill out evaluation forms, lead their local program, and deal with any problems that may arise.

Before the Broadcast

Read background information

In preparation for the teleconference, participants can read various resources posted on OpenTheGovernment.org's website (www.openthegovernment.org) or Sunshine Week's website (www.sunshineweek.org).

By March 8, we will email and post on OpenTheGovernment.org's website a detailed summary of the program, including goals and suggested questions for your local program.

Contact local news outlets

Alert local news media, such as newspapers and television stations, of your local program. They may be interested in covering your event!

Copy the Materials

Please make copies of the evaluation form for the attendees at your site.

Set up the Room

You may want to have a supply of paper and pens available for participants to take notes. Try to have a phone or computer with email access nearby for participants to ask questions during the national program.

Make sure that technical help is on hand

If you are not a technically oriented person yourself, make sure to have an expert assistant on hand! Tuning in a satellite broadcast can be complicated, so you'll want to have someone who knows the system.

Day of the Broadcast

Test the satellite coordinates

You should test the satellite coordinates from 12:30 pm to 1:00pm on the day of the program.

If you have registered and still need the satellite coordinates, please contact info@openthegovernment.org.

Prepare to tape the program if you wish

You are welcome to tape the program to show at a later time.

Enjoy the program!

Having prepared, you are now free to watch and enjoy the broadcast.

Send the panelists questions

Please encourage your participants to email or telephone in questions during the teleconference. Times to send in questions will be announced during the program. The phone number for call-ins is 202-662-7490 and the email address is questions@openthegovernment.org.

Hand out and collect evaluation forms

At the end of the teleconference, hand out the evaluation forms to the participants and ask them to complete the forms at that time.

Conduct your program!

After the national program, your local program can begin. Local sites that are holding programs immediately following the teleconference should plan on starting their program around 2:30 pm EST.

After the Broadcast

Send in evaluation forms and online survey

Please send in the evaluation forms. You can fax, email, or send the forms. You can find our contact information under "Essential Contact Information" at the beginning of this manual.

We ask that site coordinators fill out our online survey at <http://tinyurl.com/rgrkm>

Buy a DVD!

We plan at this point to have DVDs of the program available through the Special Libraries Association. We will let you know when they become available.

Section 3: Frequently Asked Questions

Q1. What are my basic responsibilities as a site coordinator?

A1. Site coordinators DO NOT have to be content experts, nor do they have to be very familiar with the program content. However, to ensure a fulfilling experience for participants, they must

- * be present at viewing location,
- * distribute registrant materials on the day of the seminar,
- * assist with telephone and email interaction,
- * handle any problems or complaints promptly and courteously

Q2. How can I get the satellite coordinates?

A2. Satellite coordinates are available once a site registers. We are offering KU Band Analog, C Band Digital, and C Band Analog. If you have not received the satellite coordinates, contact info@openthegovernment.org

Q3. When can I test the satellite coordinates?

A3. There will be a test 30 minutes before the program. The test will be from 12:30 pm to 1:00pm EST.

Q4. What should I do if I have a technical problem?

A4. Consult your local technical coordinator before attempting to tune in another satellite channel; minor adjustments to your receiving and viewing equipment may be all that's necessary. These adjustments must be made to determine whether the problem is local. If this does not work, please call the Technical Operations Center at the National Press Club, (202) 662-7594.

Q5. How will you take telephone and email questions?

A5. There will be times during the program for questions from the national audience. At those times, people may call in to the number flashed on the screen using the phone at your host site or their cell phones. The phone number for call-ins is 202-662-7490 and the email address is questions@openthegovernment.org. The numbers are ONLY for

questions you'd like to ask our panel during the teleconference. For technical questions, see Question 4 above.

When sending or calling in a question, the person with the question should give his/her name and where he/she is from. The question will be taken by our operators. We may rephrase the question or combine the question with others. Due to the volume of questions we expect and our time constraints, we cannot guarantee every question will be read on air.

Q6. Can I tape the program?

A6. You are welcome to tape the program. If you'd like, you may show the taped copy at a later date.

Q7. Will DVDs of the program be available?

A7. We plan at this point to have DVDs of the program available through the Special Libraries Association. We will let you know when they become available.

Q8. Will there be a webcast of the program available?

A8. There is no webcast available, but you can tape or buy a DVD of the program (see above).

Q9. What should I do once the program ends?

A9. Please fill out our survey for sites at <http://tinyurl.com/rqrkm> and send us the evaluation forms you handed out to the audience.

Section 4: Site Coordinator's Checklist

This checklist is a great reference tool for managing the tasks and information needed to receive "Are We Safer in the Dark?". It will allow you to keep all related information in one location, which is convenient in the event of a problem.

Title:	"Are We Safer in the Dark?"
Day/Date/Local time:	March 13 from 1:00pm- 2:30pm EST, local programs to follow
Site coordinator(s) <i>(include the names and telephone numbers of all involved):</i>	
Technical coordinator <i>(Name/Telephone):</i>	

Test time:	
Satellite:	
Transponder/Frequency:	
Estimated number of participants:	
<u>Room Reservations</u>	
Location:	
Seating capacity of room:	
Day/Date/Times reserved:	
Meal/Refreshments <i>(if applicable)</i> :	
Signs <i>(if needed)</i> :	
<u>Equipment Reservations</u>	
Telephone line(s):	
Telephone line for troubleshooting:	
Technical assistance booked:	
<u>Materials for Sign-in Table (if appropriate)</u>	
Number of attendees:	

Pens/Pencils/Paper	
<u>Financial</u>	
Site registration fee paid:	
Participant fees paid by individuals (<i>if applicable</i>):	
<u>Day Before Satellite Teleconference</u>	
Pick up signs (<i>if necessary</i>).	
Confirm correct number of materials.	
Pick up any materials being duplicated.	
Organize registration/program materials.	
Notify information desks at site location of time and room.	
<u>Day of Satellite Teleconference</u>	
Put up signs (<i>if necessary</i>).	
Notify information desks at site location of time and room.	
Deliver registration/program materials to registration table.	
Have technical coordinator set up and test the equipment.	
Set up/test telephone and fax.	

Brief registrar of conference details.	
Check that technical coordinator is testing satellite signal.	
Hand out evaluation forms.	
Collect evaluations forms.	
Take down signs (<i>if necessary</i>).	
<u>After Satellite Teleconference</u>	
Make copies of evaluations and return originals to OpenTheGovernment.org.	
Fill out online survey for host sites.	

Adapted from Successful Teleconference Tips, Site Coordinator's Checklist, and FAQ, © Copyright 1997, Training Media Incorporated

Evaluation Form for Local Participants

Local viewing site (Name of site, City, State) _____

How did you hear about the teleconference? (Check all that apply)

- My library
- My local college or university
- Through a friend
- A local news outlet (newspaper, TV news, etc)
- Through a group I belong to (Please name the group: _____)
- Other (Please specify)

Please rate the national portion of the teleconference:

Poor Fair Good Excellent

Please rate the audience participation section of the national program:

Poor Fair Good Excellent

Did the panelists address problems that affect you and your community?

Yes No

Please rate the local portion of the teleconference:

Poor Fair Good Excellent

How could the program be improved?

Would you attend a similar event in the future? Why/Why not?

Additional Comments: